

IGOR IVANOVICH SIKORSKY
With the oldest flying machine, a new era of flight.



Other French Line offices: Beverly Hills, Boston, Chicago, Cleveland, Hallfax, Montreal, New Orleans, Philadelphile, Portland, San Francisco, Seattle, Toronto, Yancouver, B. C., Washington, D. C., Winnipeg, Man.

RESEARCH REEDS B.F. Goodrich FIRST IN RUSSER



24 million whacks on the back

A typical example of B. F. Goodrich improvement in rubber

TERE'S the last lap for logs on their H way to being paper boxes. After he bark is removed, the logs crash lown on the moving belt from all ngles-edgewise, endwise, flat, anyvay they happen to tumble from the thute.

Engineers knew that the steady stream of 37,000 logs a day would tear ordinary belts to shreds in no time. And while replacements were made, production would be at a standstill.

A B. F. Goodrich man heard of the problem and told the paper company about the B. F. Goodrich cord belt. Unlike the usual conveyor belt, made

of rubber and layers of fabric, this improved belt is made of individual cords each embedded in rubber. The B. F. Goodrich belt has all the flexibility of rubber plus hundreds of cords to give strength and load-carrying power. Where crashing blows might rear other rubber can "give" and so take up the shock and spring back in position. The B. F. Goodrich belt was in-

The B. F. Goodrich belt was installed, and has carried over 24 million logs in its 2½ years on the job. With its ability to withstand cutting, gouging and heavy loads, it shows very little wear and is expected to last years longer.

The B. F. Goodrich policy of never being astified where improvement is possible—whether in conveyor belts or other products—makes this example of product improvement "typical". Because it is, you'll find it important to look into the improvements B. F. Goodrich may have made recently in the rubber products used in your business. Your BFG distributor can tell you about them, or write The B. F. Goodrich Campan, Dyb. M. 119, Akran 18, Ohis.

B.F. Goodrich

IME, NOVEMBER 16, 1953

Look What's New In Metals

ANACONDA TAPS A BIG NEW ORE DEPOSIT IN NEVADA... MAKES SPECIAL COPPER WINDINGS FOR
BROOKHAVEN'S COSMOTRON... AND PIONEERS A LEAD-IN LINE TO IMPROVE TV RECEPTION



NATION'S NEWEST COPPER MINE STARTS PRODUCING. You are looking at Anaconda's new open pit mine at Weed Heights near Yerington, Nevada. Before ore could be economically mined, millions of tons of waste material-what miners call "over-burden"-had to be removed. On November 10 the project was officially opened as the big shovels took seven-ton bites of copper ore, and the plant swung into operation. From this new mine 60,000,000 pounds of copper will soon be available each year to meet U. S. metal needs.





COPPER MLUS DUPLICATE COSMIC EAVS. The Commotion at Brookhaven National Laboratory on Long Hands, N. Y., is the world's largest atomic "seceleration" five times more powerful than any other. Its giant electro-magnet called for special windings. Those were to big they had to be made in the form of extanquellar copper bars—some as long as \$2 feet—with a water-cooling hole throughout the rather length. In the common second section of the common sections of the common section of the

WANT A SHAPER PICTURE ON YOUR TV SHIT? The higher the frequency, the more TV signals tend to fade out from antenna to set, especially on rainy days. For the clearest image and best sound on all chanles—UHF and VHF—ordinary TV lines won't do. Leading set-makers recommend Fams-Lines*, a new type made only by Anaconda Wire & Cable Company. Its two wires float in plastic foam, giving the best possible reception in all kinds of weather.

THESE are typical examples of manufacturing subsidiaries constantly seek new and better ways of doing things. They make products as varied as lead-covered electrical cables, copper-alloy welding rods and flexible steel hose.

Each Anaconda subsidiary is a leader in its field. And—as part of a fully integrated business enterprise working with many metals—each is better able to serve you...today and tomorrow.



ANACONDA

PRODUCERS OF: Copper, zinc, lead, silver, gold, platinum, cadmium, vanadium, selenium, manganese ore, ferromanganese and superphosphate.

MANUFACTURERS OF: Electrical wires and cables, copper, brass, bronze and other copper alloys in such forms as sheet, plate, tube, pipe, rod, wire, forgings, stampings, extrusions, flexible metal hose and tubing.



There is perhaps no shirt style that looks neater or more distinctive than Arrow Radnor. It has a soft, rounded collar, with or without eyelets, to be worn with a pin. Your choice of fine "Sanforized"-labeled fabrics (won't shrink over 1%), \$4.50 and up. The tie is an all-slik Arrow foulard, \$2.50.

Cluett, Peabody & Co., Inc.

ARROW WHITE SHIRTS

LETTERS

The \$100 Lick

Will you please tell me what the hell is the use for parents and teachers to spend time instructing their children not to lick their fingers, and then to see you print a picture of the President licking his at the \$100-a-plate Republican dinner ITams, Oct. 2617 Surely there must have been a napkin lying

BILL STALNAKER

Houston

Word from Paradise

Time [Oct. 12] mutilated veracity with a little piece of fiction masquerading as fact, entitled "Silenced: a Calm Voice." Time alleged that the late Governor Dan McCarty "set himself to the job of cleaning up after Governor Fuller Warren." This allegation is not true. There was nothing to clean up . . .

not true. There was nothing to clean up...
The Warres administration inaugurated an
industrial development program that caused
the tropical paradise called Florida to become a figurative bethive of light manufacturing ... If It sponsored a tourist pronotion program that brought vast multitudes
of new tourists to the lush, lovely, florescent

Warren administration put through the "taste test" citrus program which insured the "taste test" citrus program which insured the "tasma-hungy citizens of America with succulent a slubrious, satisfying juice. Governor McCarty continued this program. I take the succession of the suc

TIME is juditised weekly by Two Ivc., at Mr. Mchain Avc., Chegar 11, Himsir. Triplet Chegar 11, Himsir. Triplet Chegar 11, Himsir. Triplet Chegar 11, Himsir. Triplet Chegar 11, Himsir. Himsi

Time Subscription Service 540 N. Michigan Avenue Chicago 11, Illinois

Chicago 11, Illinois

Changs of Address: Send old address (exactly as imprinted on mailing label of your copy of ITMS) and new address (with some number, if any)—allow three weeks for change-over. Advertising Corespondence should be addressed to: TIMS, Time & Life Building, 9 Rockefeller Plaza, New York 20, N.Y.

New York 20, N.Y.

Copyright: Time is copyrighted 1933 by Time Inc.
under International Copyright Convention. All
rights reserved under Pan American Copyright

under International Copyright Convention. All lights reserved under Pan American Copyright Convention.

The Associated Press is exclusively entitled to the use for republication of the local telegraphic and cable news published herein, originated by Tass. Weekly Newsmagastine or obtained from Tast Audicated Press.

The Associated Press.
Thus local also publishes LUER, FORTUNE, ASCHITSCTURAL FORUMA and HUGUE & HOME. Chalman. Maurice T. Moore, President, Roy E. Larsen, Black: Executive Vice-President, and Treasurer, Charles L. Stillman, Vice-President, Berlard, W. Brumbaugh; Vice-President, Berlard, W. Brumbaugh; Vice-President, Berlang, A. Linen, Raph D. Palee, Jr. P. I. Preside: Comptroller and Assistant Secretary, Arneld W. Carlon, Raph D. Palee, Jr. P. I. Preside: Comptroller and Assistant Secretary, Arneld W. Carlon, Raph D. Palee, Jr. P. I.

TIME November 18, 1953 Volume LXII Number 20



Panorama City, L. A.: Kaiser Homes As comfortable as a space-planned Kaiser home, Kaiser has more room than 3 of the most expensive sedans. (Kaiser has built over 10,000 of these low-cost homes since 1945.)



Colorado: Hoover (Boulder) Dam Rugged as Hoover Dam...the Kaiser has given many owners over 100,000 miles of service without major repairs. (Kaiser has built more great dams than any other builder.)



Permanente, Cal.: Permanente Cement. Smooth as a Kaiser highway. Kaiser has lowest center of gravity of any standard American sedan. (Kaiser's produced enough cement for a road around the globe.)

10,000 mile tour astonishes Lowell Thomas!



Real story
behind Kaiser car revealed in visits
to Kaiser's industries coast to coast!
Lowell Thomas had no idea of the value that's

Dowel Thomas and no focat on the same man.

In a Kaiser, the mittee drove one the same man in a Kaiser to the third of the same man in the same of the Kaiser family of industries, ... until he visited some of its 99 plants ... met some of its 75,000 skilled employees ... saw some of Kaiser's billion-dollar-ay-are capacity in action.

Take a trip on this page ... see what Kaiser staths for ... in cars ... and in industry!



Fontana, Cal.: Kaiser Steel As efficient as Kaiser Steel, the big Kaiser averaged 28.8 miles a gallon in "Motor Trend" test. (Kaiser's Steel Mill leads the nation in iron production per ton of coke.)



Baton Rouge, La.: Kaiser Aluminum. As easy to handle as Kaiser aluminum, Kaiser U-turns in 6½ feet less than other cars its size. (Kaiser's aluminum output exceeds the industry's annual pre-war output!)



Bristol, Pa.: Kaiser Metal Products As lustrous as Kaiser's porcelaincovered products, Kaiser paint brilliance lasts a "lifetime." (Kaiser Metal Products have the world's largest enamelling ovens.)

Listen to Lowell Thomas daily, CBS network Kaiser America's most beautiful car, winner of 14 international awards

\$500,000 PAYOFF

to this "Flowers-By-Wire" Sales Contest!

On the day that M. A. Spayd, president of Standard Register Company of Dayton, Ohio, celebrated his 20th anniversary with the company, he was greeted with no less than 400 roses -wired from all over the United States by Standard's regional sales offices.

Says Mr. Spayd, "Those Flowers-By-Wire were the most beautiful I'd ever seen-because each one of them represented thousands of dollars in extra sales for Standard."

"They were the 'inspiration' for the most successful sales contest we've ever run - a contest that increased our sales \$500,000 over any previous month of our 41 years in business!"



Flowers are Beautiful Business Builders!

Want to encourage your sales force? Launch a successful promotion? Send gracious greetings to clients? Do it with Flowers-By-Wire through F.T.D.

Nothing makes good business relationships bloom like Flowers-By-Wire! They're always in good taste . . . quick and easy to send . . .

and delivery is guaranteed. Just call your F.T.D. Florist-the shop with SPEEDY and the famous MERCURY EMBLEM.

Say it with Flowers-By-Wire

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION Headquarters: Detroit, Michigan

years before 1949. The Warren administra-

tion suppressed all open, illegal gambling and markedly reduced sneak gambling.

Time turned back to the Ananias tradition by alleging that Florida had a "Fuller Warren type of government-by-lobby." is a vertical variance from veracity . . byists did not run the state government while I humbly occupied the curule chair at the state capitol of Florida—the paradisiacal peninsula visited by 5,000,000 pleasure-pursuing sun-seekers . .

FULLER WARREN

Miami Beach, Fla. I TIME congratulates Reader Warren on maintaining a high rate of alliteration in and out of office, warns him against the cruel carnage of colliding views on his administration.-ED.

Keeping Up with the Carnegies

Please thank you for the beautifully caustic review [Oct. 26] of Dorothy Carnegie's How to Help Your Husband Get Ahead . . . mired after over a hundred years? I wonder who's going to remember the backslapping Mr. and Mrs. Dale Carnegie in 2053 ANN GLENDOWER

In Xanadu did Carnegie stately treasure-dome decree: Where Alph, the sacred salesman, ran Through salesrooms measureless to man, Down to a moneyed sea . . .

KEVIN A. LEONARD New York City

Flabbergasted

When Mrs. Roosevelt, at this late date, refers to Alger Hiss's "alleged" treasonable act (TIME, Oct. 26), I am flabbergasted. If any one thing is responsible for McCarthyism, it is such muddled emotional thinking by people who should know better. JOSEPH H. COURTNEY Morgantown, W. Va.

Mrs. Roosevelt's prose has the unique faculty of leaving the mind stumbling about in a forest of wavering, autumn-tinted meanin a forest of wavering, autumn-tinted mean-ings. . So the discovery of Hiss's "alleged" treason was less damaging to U.S. prestige than Senator McCarthy's investigations? . . Or does the word "alleged" indicate that Mrs. Roosevelt does not believe that Hiss was a traitor? . . Meanwhile, she re-mains unchallenged mistress of the dangling sequitur . . .

ALEX. M. ADAMS

Mexico City

Canterbury & Rome

For nearly 400 years Anglican polemics have usually backfired. The latest outburst of the Archbishop of Canterbury [Time, Oct. 26) is likely to continue the trend. His Grace entirely overlooked the fact that the two most Catholic nations of Western Europe, Ireland and Spain, have the fewest Commu-nists. As for Roman Catholic "proselytizing in hospitals" about which he complains, I can only speak from . . . bitter experience. I was one of the few laymen in the U.S. ever to found a successful Episcopal (Anglican)

ELEGRAF



You may think this shirt is only for men who prefer custom cars. And expensive cashmere. Actually, it's for the eternal male who will pay for something extraordinary-as long as he gets value.

What makes this shirt such a remarkable value is a new fabric that blends incomparable DuPont Dacron and soft, long-staple cotton. We at Manhattan call it Manweave.

Dacron's magic keeps the wrinkles out. Makes it easy to wash - no starching, no ironing, Just hang it on a hanger. Almost before you can say" DuPont Dacron" it's set to go again. And, of course, the cotton gives it the look and feel of finest natural oxford.

Cone Mills created this incredible fabric, but the plus styling details of single needle construction

are Manhattan born and bred. There is only one place you'll find Manweave - attached to a Manhattan Golden Needle Labelthe symbol of excellence in style,

tailoring, craftsmanship and fabric. When you consider this shirt's cost-consider, too, that while trav-

eling you can wear it every day yet at home you can trust it to any commercial laundry . . . that it will wear so well and so long you may want to put it in your will.

MANWEAVE by Dacron 65% Cotton 35%

> fabric by CONE MILLS



The criterion of good taste the world over ... Yardley for men YARDLEY after Shower

BY APPOINTMENT PURVEYORS OF SOAP TO THE LATE KING GEORGE VI VARDLEY LONDON

mission . . . Two years ago when I was desperately ill . . . it was Roman Catholic clergy who ministered unto me. PAUL BRINDEL

Novato, Calif.

P2...

How stupid can Geoffrey Fisher and the Anglican ciergy get? The abourdity of lumping together doctriand differences and maliciing together doctriand differences and maliciing together than the control of the conther cturn of more wanderers to the mother cturch. Well—I offered up the Divine Office yesterday for the poor fellows. STEPHEN R. FOGARTY, O.S.A.

Tulsa

Sir:

The Archbishop of Canterbury . . . need not be frightened by the doctrine of infallibility in matters of faith, although Sir Thomas More went to the Tower and the block in its defense. The primate is a better Christian than his lineage and many of us Catholics. We pray that his reward will be that of Newman and Chesterton. The door they opened was discovered through intel-

ALFRED FARRELL

New Orleans

I wish to congratulate you on the courage you have shown in printing this article... I hope it will ... stop the spiritual bullying of the great bureaucratic system of the Roman Catholic organization ... In this Protestant country of ours, we should grant the same privileges to the R.C. stop of the same privileges to the R.C. to countrie of the R.C. stop of the

Detroit

The authors of Infallible Fallacies were shrewd enough to hide in anonymity. The Archbishop of Canterbury, not so shrewd, has publicly praised their ill-informed and ill-tempered attack on Catholicism; but this sort of indiscretion is not surprising from a man who three years ago praised Red China man who there years ago praised Red China same speech.

It is amusing to find Anglicans so disturbed by the "doctrinal errors" of the Roman Catholic Church, when Anglicanism tolerates in its fold every form of belief and disbelief from Papalism to Marxism, not only among lay lold but even among prominent clergymen... Perhaps Canterbury Jee's he he explained away his inability to displace the notorious "Red Dean" of his own Cathedral Church.

PHILIP NICOLAIDES

New York City

Side a Roman Catholic woman who has been denied an anumiment and who would very much like to remarry and have a family, may I suggest to the Roman Catholic women to march to the bone of the Archibid-polyment of the control of the three that our church does grant annulments to those in particularly desires to please." We "those it particularly desires to please." We childless ones like myself may probably arrange to be "pleased" too.

JACQUELINE DUBECQ

France's Fat Girl

Re Renoir's Venus Victorieuse: 40 million Frenchmen have read, with relief, that the monstrosity pictured in Tmm, Oct. 12, is now safely in the good city of Portland, Ore. We, the people of France, do not object to Surprise him with the most surprising one-suiter Hartmann

ever built ... THE HARTMANN SINGLETON



Not much thicker through than the length of a king-size eigrartet, but., his suit and accessories will travel, fit for a king; in the Singleton. He'll change clothes out of it at the club or of-fice. He'll live out of it on a two, three, four day trip. Wherever he goes, whatever other luggage has, watch how he singlete out his Singleton.



June 300 i 18 11 mars is not und

beautiful HARTMANN POUDRE CASE

Natural Rowhide Skymat Poudre Case, \$100. In textured coverings, from \$70,



Salt and Pepper Carovan Cosmetic Case with overarm strap, \$39.50. In fine leathers, from \$69.50. Other Hartmann You may decide to give her, through the years, a whole ensemble of Hartmann Luggage. But her first love will always be the Poudre Case. For her cosmeties, gown, robe, slippers. For her daily daytime use, too... golfing, shopping, an after-five fresh-up. Plastic overlay keeps lining spotless. The removable tray is a jewel. And the mirror will keep her life continually beautiful.

Hartmann

HARTMANN COMPANY . RACINE, WISCONSIN Write for the name of your nearest Hartmann Retailer





GIVE IT THE BEST!

Keep its cooling system safe all winter – give it

1. Against freeze-ups in cold weather, boil-offs on warm days. One shot lasts all winter.

 Against rubber decay, radiator clogging, and pin-hole leaks developing from rust spots.

 Against corrosion of the coolingsystem metals.

system metals.

4. Against foaming off and result-

ing loss of solution.

AND MOST IMPORTANT OF ALL -

"PRESTONE" is the trademark for a speical anti-freeze having an exclusive antiruse and anti-foam formula... developed and marketed only by National Carbon Company. There is no other anti-freeze the same as "PRESTONE" brand anti-freeze Ask for "Pressone" anti-freeze... and get it!

NO OTHER ANTI-FREEZE GIVES YOUR CAR THE SAME COMPLETE PROTECTION

\$3.75 per gallon, \$1.00 per quart, in qt. cans

You're SET... You're SAFE... You're SURE...with

NATIONAL CARBON COMPANY A Division of Union Carbide and Carbon Corporation
30 Statl #2nd Street, New York 17, N. Y.

The terms "Prestone" and "Eveready" are registered trade-marks of Union Carbide and Carbon Corporation

gay, young "bronze creatures" romping around our lawns, as long as they are graceful and lithe of limb. But the heavy, rotund and adipose lady was a clear case for a severe

As to the very gallant and charitable Mt. Victor M. Carter, successful bidder for the Yenus, we note with pleasure that he is in the hardware business, which still leaves him an out should he . . . take a second look at "the thine."

R. RAY

Paris

The Doctor's Report

In the Oct., to Medicine section, the first tier under "Capsules" refers to a paper I recently persented in Washington before the acts Scientific Assembly . . . I am very apprehensive that an erroneous and perhaps a married impression will be left with your harmonic propersion will be not control to the control of the c

ARTHUR M. MASTER, M.D. Mount Sinai Hospital New York City

Aftermath of a Massacre

Your "Massacre of Kilvya" [Oct. 26] made me boil with indignation at the crime—and at you! Were not the facts tragic enough? Why the inflammatory embelsikment? The blood bath at Kilvya cannot be justified on any grounds; yet the burden of guilt must be shared by the Arab nations whose refusal to meet Israel at the conference table is keeping the wounds of war open in the troubled Near East.

Joshua O. Haberman Trenton, N.J.

renton, N.J.

Mattapan, Mass.

As a Palestinian evicted from my own home and birthplace by Jewish terrorism, I congratulate Tisse

Terrorism was a policy of the Zionists even before the creation of Israel ... IULES KAGIAN

New York City

Your candid story of the massacre at Kibya may finally help in telling a misinformed American public the truth about the nation that so effectively sold itself in the U.S. as the "most democratic and peaceloving" nation in the Middle East.

RAMSEY H. MADANY

Potsdam, N.Y.

Man of the Year

I nominate Senator Joseph R. McCarthy
... Only the most squeamish would quarrel
with his tactics
BERNARD K. FRANK

Portland, Ore.

ir:
... I name Konrad Adenauer ...
ARTHUR BAULEMANN

TIME, NOVEMBER 16, 1953



A typical room in New York's Hotel Sheraton-Russell just one of the hotels in the famous Sheraton chain equipped with RCA Victor television

"Tust like at home, Dad it's an RCA Victor!"

SHERATON HOTELS chose RCA VICTOR because it's America's most dependable television

When Sheraton Hotels decided to install television, they were faced with a familiar question, What kind of television? Their decision involved thousands of TV sets, hundreds of thousands of dollars. And they wanted their guests to enjoy the best. So they chose RCAVictor, Why?

RCA Victor is the most-owned, most dependable television in America, Every year more people buy RCA Victor than any other television.

RCA Victor is television's greatest value-beautiful, sturdy construction; world-famous RCA Victor engineering; superb, vivid pictures; lasting, dependable performance . . . all at a reasonable price.

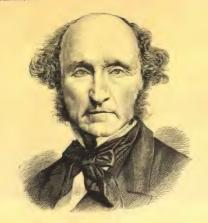
RCA Victor offers dependable TV installation and service by its own factory technicians. This expert service, by the way, is available to all RCA Victor TV owners in every principal TV market.

These are just a few of the reasons why the Sheraton people chose RCA Victor. There were others-accurate Rotomatic Tuning," the automatic "Magic Monitor" circuit system, the superb "Golden Throat" tone system -features found in every one of the new RCA Victor television sets.

Now maybe you aren't buying TV for a chain of hotels you just want a set for the living room. But the same reasoning applies. No one makes television better than RCA Victor. And still, prices start as low as \$189.95. See the new RCA Victor television sets at your dealer's now.

Suggested Eastern list VHF prices sh

Every year more people buy RCA VICTOR than any other telecision



JOHN STUART MILL on the obligations of suffrage

Representative institutions are of little value, and may be a mere instrument of tyramy or intrigue, when the generality of electors are not sufficiently interested in their own government to give their vote, or, if they vote at all, do not bestow their suffrages on public grounds, but sell them for money, or vote at the beck of some one who has control over them, or whom for private reasons they desire to proplitate.

(Representative Government, 1861)

Designed by Jan Tschickold

CONTAINER CORPORATION OF AMERICA





The Terrible, Terrible Teacher!

A Mr. Friendly Story



The reacher's eyes were cold as ice, and when he smiled chills ran up and down her spine.

"I'm here to teach the lesson," he said. She told him that no one had ordered any lesson, and he said, "They never do."

She thought that was odd, and when he walked right through her she knew something was wrong. I mean, how many people walk right through you?

He took out a watch and said, "The lesson will begin in twenty seconds. You'll remember it as long as you live."

That was when Mr. Friendly, the American Mutual man, burst through the door.

"Have you got a window open in the baby's room?" he cried.

She flew upstairs. The window was wide open with a chair next to it. Tommy was standing on it leaning out. She grabbed him just in time.

Next thing she knew, Mr. Friendly had taken that loathsome old creature by the scruff of his neck and had tossed him out the door.

"His name," said Mr. Friendly, "is Experience, the cruelest teacher of all!"

THE POINT IS THIS: To help prevent Tragic Experiences, American Mutual's Institute for Safer Living analyzed 5000 home accidents last year. Important findings were made available to all. If one child is alive oday because of our warnings, we feel that's a pretry good excuse for living.

AMERICAN MUTUAL Service from salaried representatives in 78 offices!

Service from sataried representatives in /8 offices
Savings from regular substantial dividends!



P. S. If you'd like an illustrated magazine that tells you more than 50 ways to keep your family safe, we'll, gladly send you out new edition of "Watch." Please send 136 to cover mailing costs. Write: American Mutual Liability Insurance Co., Dept. D-139, 142 Berkeley 5t., Boston 16, Mass.

No question about what you said

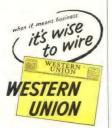
the <u>facts</u> are crystal clear



you're <u>on record</u>...



when you send a <u>telegram</u>!



A LETTER FROM THE PUBLISHER

Dear Time-Reader

In a previous letter (TIME. Nov. 24)
I told you something about your fellow
readers of TIME in Europe. Africa and
the Middle East. Now we have had a
chance to take a close look at the readers of TIME's Pacific Edition, which is
printed in Honolulu and Tokyo.

To learn something about these TIME readers, who they are and how they

live a tionn to 23 ing ! Fiji. lia to Of th

live and work, questionnaires were sent to 23 countries ranging from Japan to Fiji. from Australia to Afghanistan. Of the several thousand readers who an-

swered the questions, many of them added a note about themselves. From Manila, for example, we heard from an original TIME reader, now a government official, who wrote: "Since

government official, who wrote: "Since its first issue to the present, I never missed a copy except during the dark period of our history of the Philippines when the Japanese occupied our country. During that period, my old copies that I had saved were inspirations for hope

inspirations for hope of final victory and freedom." From Sumatra, Reader B. Siregar wrote that he is a 30-year-old Indonesian student now taking an Australian correspondence course

in a ni usernam consolomente. Or pay for the course, he began teaching his own clin in bookkeeping and English, and in his spare time enjoyed that universal sport—fishing, Wrote he: "Here in Sumatra, the fish we love to catch is the silvery-white jurning, which grows to about ten pounds."

Considering their geographic loca-

tions, it is not surprising that Thate's Pacific readers are great travelers. More than one-third have visited the U.S. at one time; 36% have traveled outside their own countries during the past year; 37% are planning to travel next year, and more than half of these will take their families along for the trip.

These well-traveled'That readers are %
also a well-educated
group; 81% are either college graduates or have had some college training,
ates or have had some college training.
That is their classrooms, Wrote P.
Rajan, assistant principal of a school
in Ceylon: "Betassrooms, Word en your
magazine." I use it in my work as
a teacher preparing students for unipour magazine. Tue it in my work as
a teacher preparing students for unipartial properties of the standard of the properties of the
partial properties of the Kanachi Acad
my of Music, worte: "Don't lead
worte: "Don't lead
worter worter worter worter worter worter

flatter you by saying the usual things about coverage, and journalistic brilliance, but simply that TIME is the best thing of its kind in the world."

More than half the readers of Time's Pacific Edition are in business, 44% in professions and 17% in government positions, Reader S. Rasananda, who is in the real-estate busi-

the real-estate business in Bangkot. Thailand, discovered Trate, when the Allied Grores arrived in his city in rqst. While visiting the his city in rqst. While visiting the to Time, and have been reading it ever since, to keep up with international events and to get to know the Americans. In Tokyo, Masso Saneyosh, head of five oil and construction companies described his Time-reading habit another way: "To be the first to a space," it is frome world affairs at a glance."

Of every 100 of these families who read TIME's Pacific Edition, 43 own their own homes, 76 have telephones, 70 have electric or gas refrigerators

and 63 employ one or more servants. There are 109 autos, 27 pianos, 45 electric washing machines among each 100 TIME-reading families: 39 of the families have one or

more dogs, and six have either a yacht or a motor boat,

In answering our questions, readers reported that they entertained an average of eleven guests a month in their momes. Unadoubtedly many of the guests are presented with slightly thumbed issues of True, for three out of leading to friends, relatives or institutions. Reported a reader from Sux, Epi; "My copy is read by myself and family and then passed on to a number of prominent citizens of Sux and



tation for the perusal of the overseers." No copy of TIME, he added, stops circulating while it is still legible enough for one more reading.

Cordially yours,

James a. Linen



FOR THE WORLD'S FINEST MUSIC ... Only Admiral's vast facilities and engineering

laboratories could craste a reproducing instrument such as this... combining the highest standard of crastinantality with the economies of mass parchaing, Rately is such perfection statined in custom installations anomabled picenseal at more than three times the cut? C Now, the world's great music is faithfully re-created with all the surge and power, all the delicate tomal shadings, that only a fortunate few in choicest concert hall seats have ever heard before. Best of all, this superb instrument is mady-acquised expression and the superbolate and the superb

Major components include: chromisum-placed High Fidelity, FMA-M. Tower, chromisum-placed U-Wert, All-Trinde Paux-Amplifer with file response from 20 to 80,000 cycles. "Speed Professional Type Reard Giosage with the sexual significant motors: 2Way Dead Speaker System with 15° Bast Speaker for 50 to 3,500 cycles and compression-type High Frequency Hom for 3,500 to 17,000 cycles; pid-67 cubic-foot bast-effects Speaker for 10 to 3,500 cycles and compression-type High Frequency Hom for 3,500 to 17,000 cycles; pid-67 cubic-foot bast-effects Speaker for 10 to 3,500 cycles and compression-type High Frequency



New illustrated brochare. West You Stoned Kenn, About He Le gases tall data, Write Dept. Ti. Admiral Corp., Crockee F. Ill., enclosing 100 to cover han flow end mailing.

Admiral HIGH FIDELITY FM-AM RADIO-PHONOGRAPH



TIME

EDITOR-IN-CHIEF .

Hemisphere . . . 49

Roy E. Large

Radio & TV., 104

INDEX

Cover Story.	25
News in Pictu	res30
Art84	Milestones93
Books 116	Miscellany 124
Business 96	Music88
Cinema 106	National Affairs, 19
Education65	People 50
Foreign Name 35	Press 57

MANAGING EDITOR
Roy Alexander
ASSISTANT MANAGING EDITOR
Otto Fuerbringer
SENIOR EDITORS

Robert W. Boyd, Jr., Kilward O., Cerl, Thomas Griffith Henry Angloic Granwald, Hillin Mills, John Onbarn Content Peckham, Joseph Partell, John Tibby, Joh Walter, Max Ways ASSOCIATE 6010-085

Douglas Auchinchus, Louis Banks, Bruce Barton, Gilbert Cam, Edwin Copps, Alexander Ellert, Fre Gilbert Cam, Edwin Copps, Alexander Ellert, Fre Gilbert Mass Gossen, Roger S. Hewlett, James C. Kes Louis Assumentedger, Jonathan Norton Leourid, Rol-Manusey, Wilsiam Miller, Paul O'Neil, Margaret Oum Carl Sollerg, Walter Stockly.

CONTRIBUTING EDITORS
Harrier Backiman, Jesse L. Birnbaum, 4-safrey Bland William Bowen, Peter Brasstup, Kodney Campl

Cineman, Gening Daniels, Henry Bradfood Durrach, Jr. Ngel Lemin, J. Boman Dorier, Oldorn Elliott, William Louis, Releveix Frankin, Bernard Francil, Monnol Guillin, Louis, Releveix Frankin, Bernard Francil, Monnol Guillin, Casto, Hagman, Barker F. Harthbern, Alvin M., Josephy, D. Hussimor F. Kallern, Dourda S. Kernarch, Foor Lee, Ryria D. Mark, Reventional Society, Physics Phys. Revitato Seamon, Mark V. Chembert, Parker, Martin, G. Revention, Marth. Vision of the Computer Revitato Seamon, Mark Venturaler Sarker, ARI DaRGECTOR.

Michael J. Philippi EDITORIAL RESEARCHERS

Names Andrew, Sarthe Barra, Lieben, Sovit Bernard, Bernard Barra, Sarthe Barra, Lieben, Sovit Bernard Barra, Sarthe Barra, Barra

U.S. AND CANADIAN NEWS SERVICE

Location Law Location (Charles) of Contraction Charles (Charles) from Book (Charles) from Charles) from Charles (Charles) from

FOREIGN NEWS SERVICE
Fed Contined (Cline) of Corresponde
Boyle, Frederick Gronn, Clara Apples

Border Freiherts A. Comit. Chara Austregate HomesBorder Freiherts A. Comit. Chara Austregate HomesBorder Millari Experiency Votati. Partie Eric Border Schotter S

James A. Linen

ADVERTISING DIRECTOR

H. H. S. Phillips, Jr.



to go to California on the SUNSET LIMITED

NEW ODICANS . LOS ANGELES

Here is America's finest transcontinents is remailine. The beautiful Sunset Limited is on the fastest schedule in history between New Orleans and Los Angeles, via Houston, San Antonie, El Paso and Southern Arisona Luvuriousall-room Pullmans; economical "Sleepy Hollow" Chair Cars. Peather-touch down. Ginat no spitze winforchistic Carpassengers. Streamliner connections to and from New Orleans from nections to and from New Orleans from



Eastern and Midwestern cities. For free color book about our routes and streamliners, write C.T. Collett, S.P. Co., Dept 393, 310 So. Michigan Ave., Chicago 4, Ill.





a new number you don't have-or an old

one you've forgotten -- he sure to add it to the list when the operator gives it to you.

Telephone Numbers"

for listing your personal telephone

Distance calls when you give the operator the number you want. This booklet helps you keep the numbers handy.

There's a copy for you at the nearest Bell telephone office.

BELL TELEPHONE SYSTEM



TIME

NATIONAL AFFAIRS

ESPIONAGE

A Spy in the Treasury

The case of the late Harry Dester White bolled up in the nation's headfines, touching off the sharpest political contraversy since the 1952 elections. Attorney General Herbert Brownell, in a Chiney General Herbert Brownell, in a Chiney General Herbert Brownell, in a Chine the Chinese C

The case was even more grave than the exposure of Alger Hiss, inasmuch as 1) White held higher positions in the Government, and 2) it was never alleged that a President of the U.S. had been officially informed that Hiss was a spy.

To the Brownell charge. Harry Truman reacted promptly—perhaps hastily. He said: "I know nothing about any such Bli report. "As soon as we found out the said." He was the said: "I know nothing about any such the said: "I know nothing about any such about the said: "As soon as we found out white House. Press we fired him." At the White House. Press to fired him." At the White House. Press the said was statement that White had been fired. White resigned, and got a laudistoy letter from President Truman. When this was more than the said: "White was more by residential the said: "White was more said."

mee by resignation.

For the property of the p

White's suspected pro-Communist activities fall into two groups: espionage and influencing policy.

Elizabeth Bentley testified that White was part of an espionage ring headed by his friend and fellow Government official, Nathan Gregory Silvermaster. Documents in White's handwriting were among Whittaker Chambers "pumpkin papers."

As to policy. Elizabeth Bentley testified that White. carrying out Communist Party orders, was the architect of the Morgenthau plan for the postwar emasculation of Germany. White's boss. Henry Morgenthau Jr., carried this plan to the



HARRY DEXTER WHITE

A new and serious accusation

1944 Quebec Conference between Rousewell and Churchill. It called for the dismantling of German industry and the creation of a "pastoral" Germany. Witness Bentley said that this plan was espoused by Communist grand strategy to create a power vacuum between Russia and a weakened Western Europe, so that the whole Continent would be subject to the weight of Russian power.

In his testimony to the House committee. White neither admitted nor denied a connection with the Morgenthau plan, but he did deny espionage activity and swore that he had never been close to the Communist Party or its ideas.

Sincere Regret. In reviving the case, Brownell said that the FBI in December 1945 sent to President Truman, through his side. Brigadier General Harry Yaughan, a written report saying that former Communits Elizabeth Bentley had said that White was spying for the Russians. The next month Truman promoted White to executive director for the U.S. in the International Monetary Fund.

The FBI then ran a detailed investigation of White. This made White's espionage activities an "established fact." Brownell said. A second report went to the White House (again to Vaughan) on Feb. 4. 1946. The next day a Senate committee recommended White's confirmation, and the day after, the Senate, in ignorance of the reports, confirmed him in his job with the Monetary Fund. On April 10, Whites a comment of the resimation "with regret," saying: ". You will have increased opportunity for the exercise of your wide knowledge and expension of the property of the resimation of the recommendation of the resimation of the resima

In April 1047, White left his Monetary Fund job in a hurry: Harry Truman accepted the resignation "with sincere regret and considerable reluctance." Later that year. White was called to testify before a New York grand jury. After the Bentley and Chambers charges against White and others were made public in 1948. Harry Truman tried to shrug off the accusations as "Red herrine."

"A Sweetheart." Democrats responded to last week's Brownell shellburst with a scattershot of contradiction and cries of "politics": they said that Brownell was merely trying to divert attention from the recent by-election results.

The Attorney General retorted by publishing the entire distribution list of the first FBI report, as recorded in his department's files. On Dec. 4. 1045: General Vaughan (marked for the President's attention), Attorney General Tom Clark. Secretary of State James Brynes: on Dec. 7: Navy Secretary (later Defense Secretary) James Forrestal, Assistant Secretary of State Spruille Braden; on Feb. 20, 1946: the President's Chief of Staff. Fleet Admiral William Leahy; on Feb. 26; War Department G-2 (later Chief of Air Staff) Lieut. General Hoyt Vandenberg: on March 5: Treasury Secretary (later U.S. Chief Justice) Fred Vinson; on March 15: the chief State Department security officer, Fred Lyon, Brownell also produced a note from the FBI, which accompanied Tom Clark's copy of the second report on White. Said the note: . . I have taken the liberty to similarly inform Brigadier General Harry Hawkins Vaughan . . . of the information with respect to White.

Dramatic support for Brownell's story came from a surprising quarter. Democrat T. Lamar Caudle, the onetime Assistant Attorney General who rocked Washington with his frank and ingenuous accounts of tax-case fixing, told the Des Moines Register that he had given a copy of the FBI report on White. marked for the White House, to his boss. Attorney General Clark, now a Supreme Court Justice. Drawled Caudle: "It was a sweetheart. I jumped when I read that thing... I said. For God's sake. Tom, don't let that themake It, will come out."

appointment go through. It will come out

This week the Brownell revelation continued to produce news as ex-Diplomat Braden said he did indeed get his copy of the first BBI report. While he recalled no references to White in the report. Braden ended to the result of the result of the said: "I darn well took care that anyone mentioned... was not in my office. The White part would have been up to the Secretary of the Treasury and the President... There were a flock of Communists in the Government then, and my guessis that there are today."

Braden remembered seeing Alger Hiss's name in the report. He added an item of interest: "All that made a deep impression on me. Subsequently. I had a run-in with Hiss over Panama bases, and I could see how he was playing the Communist

game."
Then came former Secretary Byrnes with a circumstantial story flatly contradicting Truman, Byrnes said he read the report on White and asked the President what would be done about it. Truman said he had read the report. I asked him the satus of Mr. White. Byrnes was also had read the report. I asked him he satus of Mr. White. Byrnes the said the said of Mr. White. Byrnes the said the said of Mr. White. Byrnes the said the said of the said the said of the said the said

Byrnes said he suggested that the President ask a Senator to move to reconsider the confirmation of White. "He did not think well of that suggestion," said Byrnes.

ELECTIONS A Year After & a Year Before

It was a year since the great landslide sweep Dwight Eisenhower into the White House. The next national elections, for the Senate and House of Representatives, were a year away. At that political middle point, U.S., voters went to the polit last week in scattered state and ford a political work in scattered state and ford a political force, politicians and pundits alike naturally adjusted their political microscopes to examine the results vote by vote.

Rare Agreement. The Republicans loss the three big ones—mayor of New York City, governor of New York City, governor of New York District New York City, governor of New Jersey and U.S. District New York City, governor of New York City Colonia, When the results ratted in over the press wires. Democratic National Chairman Stephen Mitchell rubbed his hands and came forth with a statement. "In a statement," and of confidence in the G.O.P." iffent loss of confidence in the G.O.P."

For once, the Republican national chairman seemed to agree with the Democratic national chairman, Said G.O.P. Chief Leonard Hall: "We are in trouble."

Leonard Hall was right, but not for the reasons that Stephen Mitchell thought he was right. Rather than revealing a new trend, last week's election results retold an old story. The Republican Party has been weak for 20 years. Without the wide, bipartisan appeal of Dwight Eisenhower. the G.O.P. would have been in trouble in 1952. No party can expect the prestige or the popularity of its President to blind the voters to local shortcomings, or to make up for lack of local leadership and organization. Where it had the best of local issues and good organization work last week. e.g., Philadelphia and Chicago. the G.O.P. won. Where it had poor organization, poor candidates and got on the



G.O.P. CHAIRMAN HALL The trouble was 20 years old.

wrong side of local issues. e.g., New Jersey, the G.O.P. lost.

Fell Redization. Many a Democrat. and Republication too, thinks that he Administration has not made enough of a record so far. that there has been too much study of issues, not enough decision, that the President gave in too casily when he focked to the force of his own party. This does not establish a Democratic trend, but it does reduce the value of the higgest Republican asset. Eisenhower's presider.

At his news conference last week. President Eisenhower seemed to realize fully these facts of political life. "I have lost skirmishes before." he said, indicating that he expects to win the big hattle for control of Congress next November. The only way to win votes, he said, is to enact a program that the mass of Aurentic of Indicating the mass of Aurentic of Indicating the Conference of the Conference of the State of the State of the Conference of the State of the State of the Conference of th

Dwight Eisenhower and his party have less than a year to complete such a program and produce such candidates.

Same Reel in Virginia

Although the Republican Party has never elected a governor of Virginia. G.O.P. leaders thought they might be able to do it this year. They were wrong. Republican Candidate Theodore Roosevelt Dalton got almost 45% of the votes. governor in Virginia history (the 50-year average: 20%), but it was not enough. Furniture Manufacturer Thomas B. Stanley, backed by every unit of Harry Byrd's Democratic machine, was elected by a margin of more than 44,000 votes. In their own Virginia way, the Byrdmen pitched their campaign against Dalton on the argument that he was a big-spending, high-debt. New Deal type.

The Word from Jersey

The biggest news of Election Day flashed out of New Jersey, the only state electing a member of Congress and one of two electing a governor. Everyone agreed that it was big news, but its significance looked somewhat different in Jersey than it did on the nation's front pages.

For Congress. Created in 1932, the Sixth Congressional District in northern Jersey had never elected a Democrat. Nevertheless. a young (33) lawyer from Plainfield named Harrison A. ("Pete") William Jr.*

had never elected a Democrat. Nevertheless. a young (33) lawyer from Plainfield named Harrison A. ("Pete") William Jr.* decided he had a chance. When he asked the Democratic National Committee for financial support. Williams

was turned down. Party leaders said they did not care to invest in a lost cause. With only about \$3,000 to spend. Candidate Williams plodded around the district in a faded raincoat and a battered, narrowbrim hat. He knew that Republican Representative Clifford Case, who had resigned to take a Ford Foundation job, was highly popular. So he promised to follow in Case's voting footsteps: e.g., he promised wholehearted support of the Eisenhower foreign policy. Williams' Republican opponent was another Plainfield lawyer, George Hetfield. The Democratic nominee had once served as the Hetfields' baby sitter, later was a law clerk in Hetfield's office. But he quickly found a label for his old friend: "An Old Guard Republican.

The result: Williams 68.793. Heffield 66.796. Across the U.S. Williams 'cictory was widely analyzed as a slap at the Eisenhower Administration. Williams said he thought his biggest weapon was his pledge to carry on in the path of Eisenhower Republican Clifford Case.

For Governor. In the race for governor of New Jersey, the result was less surprising. By Election Day, most observes agreed that the Jersey Republicans had kicked and the Jersey Language of Corruption. Interparty strife, a colorless candidate and an inept campaign put practically all of the local issues on the Democratic side. The Memocratic side. The Democratic side is the Republicans of the Section 1997. The Section 1997 of the Section 1997 of

a bachelor from Phillipsburg (pop. 19,-000), beat Republican Nominee Paul Troast, a wealthy building contractor, by 154,000 votes.

New Jersey Democratic leaders generally agreed on why they won the governorship: "Public disgust" over the scandals that had touched the New Jersey G.O.P. The last straw, they thought, was Republican Candidate Troast's admission that he had asked New York's Governor Thomas E. Dewey to commune the sentence of Labor Extortionist Joey Fay. Winner Meyner (rhymes with signer) disspread bearthy with the interpretation disagreed bearthy with the interpretation of the properties of the senting of the condisagreed bearthy with the interpretation on the History of the had won on local issues, didn't think his victory was any reflection on the Eisenbower Administration.

Philadelphia Surprise

On election night, Philadelphia Demorats were all set for a happy celebration. They had rented a five-room suite in the Belleuwe-Strafford Hotel, had set up 200 chairs and a tally board in one big room. At Republican headquarters, across the street from the City Hall, no one had compared a cheering section. The GOAP phia in 1051 and 1052 and was more or less resimed to another.

As the returns on balloting for city offices came in the astonished leaders of both parties kept rechecking to see if they were getting correct reports. By 11:30, only five glum Democrats were left in the celebration suits. The Republicans won every contest, including 13 judges. Statewide, despite a bitter intra-party quarrel (TTHE, OCL 26), the G.O.P. elected two superior court judges.

Philadelphia's Democratic District Attorney Richardson Dilworth, who had helped lead the city's Democrats to power in 1951, was baffled. Said he: "I just don't understand it." Republican Leader William F. Meade. after recovering from surprise, thought it was easy to understand. Said he: "The Democratic Party lost because of its bad record of performance."

Son-Up in New York

Before New York City voters went to the polls to elect a mayor, there was little doubt about the outcome (TIME, Nov. 2). Tammanyite Lawyer Robert F. Wagner Jr., 43, president of the Borough of Manhattan and son of the late U.S. Senator Robert F. Wagner (sponsor of the Wagner labor act), was a sure winner.

He polled 1.071,485 votes, 46,3% of all bullots cast, Republican Candidate Harold Riegelman got 661,410 votes, 29,0% of the total, the highest percentage that any candidate for mayor of New York Candidate Funding and Part of New York Candidate Rudolph Halley, better known outside New York than any of the other candidates because Kefaway committee's chief in mustifur.

The election of a New-Fair Deal son of a famous father as mayor of New York



Governor-Elect Meyner Another view of the issues.

immediately increased the speculation that the Democratic candidate for governor of the Empire State next year may well be another New-Fair Deal son: Franklin D. Roosevelt Ir.

Chip off the Old Rock

Long Island's Nassau County is a solid rock of Republications. For 16 years Republications have been breezing into Nassau County offices, usually by more than 2-t. This year scandal swept across the county from the Rossevelt (trotting horse) Raceway, where labor racketeers had been shaking down the employees and some owners of stock had made fabulous profits, The county's Mr. Republican, Nas



Mayor-Elect Wagner
Another junior in the wings.

tional Committeeman J. Russel Sprague, turned out to be one of the stockholders of the scandal-ridden Yonkers Raceway, in nearby Westchester County.

On election day this had an effect, Republicans won all of the county contests, but they suffered an average 11% reduction in pluralities. Levittown, with 17,000 middle-class homes and a record of going 65% for the national Republican ticket in 1952, went Democration

New Bench in Chicago

In Illinois' Cook County (Chicago), judgeships are usually easy picking for Democrats, This year Illinois' young (39) Republican Governor William G. Stratton, who is an old hand at politics, decided he would try to change that situation. The first governor in years to take an open interest in Chicago judgeship races, Stratton made the rounds of rallies, fired up the G.O.P. organization, told ward and precinct workers they would be held responsible for the turnout of voters in their areas. He concentrated on the Republican suburbs. Result: the Republicans scored a solid upset, won eight (seven superior-court, one circuit-court) of 14 contested judgeships. Said "Billy the Kid" Stratton: "It shows two things, We are on the right track with our policies, and we had a unified organization."

THE SUPREME COURT Base on Balls

On its first decision day under Chief Justice Earl Warren, the U.S. Supreme Court this week handed down a ruling that almost everyone in organized baseball has been awaiting as a batter waits for a 3-2 pitch. The case before the court was brought by a minor-league owner and two players, who contended that baseball's "reserve clause" (which gives a ball club complete control over its players' careers and prevents them from signing up with other teams) creates an illegal monopoly in violation of U.S. antitrust laws. In its 7-2 ruling (Justices Burton and Reed dissenting), the high court majority reached back to confirm Associate Justice Oliver Wendell Holmes's famous 1922 opinion that haseball is not covered by the federal antitrust laws because it is not in interstate commerce.

The high court also:

The high court also:

The life is the first opinion written by
Chief Justice Earl Warren, that a longshoreman injured in a shipboard fire at
Texas City, Texas, was entitled to damages under a federal workmen's compensation act, although his claim was filed
after the deadline. Warren said the law

should be construed "filterally."

§ Upheld, Chief Justice Warren not participating, a California decision that the Santa Fe and Southern Pacific ratiroxis must pay half the cost of two grade-crossing improvement projects in the Los Angeles area, thus rejecting the railroads' protests that they were being compelled to subsidize their competitors—trucks, buses and possenger cars.

THE U.S. AND BRITAIN

Allies Undermine Each Other To Foe's Benefit

RELATIONS between the U.S. and Britain are now worse than most Americans think. On dozens of specific questions. debated in the world's chancelleries and at the U.N., the attitudes and policies of the two allies are not merely different but actively opposed. Many a British diplomat spends more time undermining a U.S. position than in building joint defenses against Communism. And many a U.S. diplomat, busily countermining the British, worries more about them than he does about the Russians. Both nations are spending political energy against each other that could be used against the common foe.

British-American disunion is deeply significant. Since the cold war began, the anti-Communist side has had the preponderant power-military, economic and moral-but superiority has never been exercised to register proportionate gains in cold-war politics. The Communists have usually had the initiative. When they lost it, they took strong defensive positions and encouraged

dissension among the anti-Communist coalition.

This typical Communist strategy was demonstrated to the world last August. The Korean armistice ended a round in which the Reds had taken the initiative, lost it at Inchon, regained it by the Red Chinese invasion, and settled down to a military stalemate translated by the armistice to a political stalemate. The U.S., by warning that it would not tolerate a new or steppedup Red aggression, cramped the Kremlin's next move. Could the anti-Communist side, taking off from Panmunjom, find a politial initiative? It did not find one. Instead, the U.S. and Britain locked horns in the U.N. over the issue of admitting India to the Korean peace conference. Today, the anti-Communist alliance is too divided to take full advantage of one of the great political victories of the cold war; the failure of the Reds to win back more than 3% of the North Korean and Chinese prisoners whom they have interviewed.

Weakness in the anti-Communist camp is broader than U.S .-British conflict. Often it has been the result of division and indecision inside the U.S. Government. But as the U.S. position under Eisenhower and Dulles became clearer and more consistent, it was bound to come into conflict with "neutralist" sentiment among the allies. In the last year of Truman-Acheson, the

U.S.-British divergence was growing. It has become sharper. Specific conflicts in which it is notably grave: Red Ching. Undismayed by Peking's stony refusal to give full

recognition to Her Majesty's government. Britain insists on recognizing Mao Tse-tung, wants his representative to take Nationalist China's seat (with veto) on the U.N. Security Council. The British argument: all governments in power should be recognized, not matter how they gained power or how they behave. Britain hopes to encourage Mao to become a Tito. The U.S. believes that recognition will vastly increase Red China's prestige and help to fasten Communism on all of Asia.

Nehru. On China and most other Asian questions, British Commonwealth policy is heavily influenced by India's Nehru. Britons, galled for decades by U.S. pressure for a free India, now take a wry delight in Nehru's anti-Americanism. They want to build up Nehru as Asia's leader. The U.S. is convinced that Nehru misunderstands and underestimates the Communist threat. By sitting out the Korean war, he showed that his country is not prepared to defend Asia from Red aggression.

Middle East. Day in and day out the British-American conflict seethes through the Middle East. Beside it the joint Anglo-American opposition to Communism is a half-forgotten, far-off thing, Present British Middle East policies have their roots in traditional Tory policies. Britain's prewar Tory policy was to keep the Moslem world divided and weak, politically and economically, so that British traders could operate on terms advantageous to them. The U.S. today sees the Middle East (as it sees almost all international problems) largely as part of the struggle

with world Communism; Middle East weakness creates a dangerous power vacuum that cannot be filled simply by building British and American military bases. Strategy against the Soviet Union and long-run commercial policy, in the U.S. view, both call for the political and economic strengthening of this area, even if the immediate effect is the loss of some commercial advantages. Iran was almost lost while British and Americans fought each other and Communist power grew

Europe, British-U.S. agreement seems to be much closer in Europe, but even there serious differences are coming to light. British and U.S. views agree that the U.S.S.R. now has a dangerously overbalancing power in Europe and that this should be corrected by building up strength west of the Iron Curtain. But as progress toward this goal continues, it is increasingly clear that Britain will want to stop when the point of European balance is reached; the U.S. will want a Europe overbalanced against Russia. The U.S., measuring on a larger scale, foresees that a merely balanced Europe would free world Communism for further

aggression in the Far East. More fundamentally, the U.S. sees Communism as a highly mobile enemy that can strike anywhere without fear of being contained by localized balance. An American trying to estimate the intentions or reactions of the Soviet state will tend to draw his information from the theory of Marxism and the actual record of Communism. A Briton will tend to emphasize the history of Czarist Russia and to look upon Communist imperialism as a projection of the ancient Russian pressure

against Europe.

Germany. The British are showing many more reservations than the Americans about the strength of West Germany. Their fear is partly commercial, partly the result of having been horribly hurt in two wars by German power. It is to the credit of British magnanimity and good sense that they tolerate a resurgent Germany to the extent that they do. But Britain still wants to limit Germany to what can be contained in a purely European balance.

The Wider Causes

The summary of specific conflicts between Britain and the U.S. is expressed in specific causes. But the range of opposition is so wide as to suggest that more general causes of U.S.-British conflict are also driving the two nations apart.

The widening split is not a "conflict of interest." It is not essentially a struggle for commercial or other material advantages nor is it a struggle for "power" as such. In the Far East neither nation has a hig economic stake. In fact, the U.S. could wish the British stake in Pacific Asia were heavier; that might bring British policy down out of the Nehrunian clouds. British suspicion to the contrary, the U.S. Government has no desire to replace British Middle East commercial interest with

If the U.S. and Britain are not rivals for money or power, what are they in conflict about? Ideology? The British say they haven't any ideology. The Americans say the British have, too, an ideology, and further, that the Americans are proud and grateful to share it with them. This foolish argument is hardly the basis for widespread conflict. What are the other possibilities

The Doctringire Left, The Eisenhower Administration thinks of its foreign policy as progressive in that it seeks to thwart the Communist drive by expanding the political freedom and the economic life of peoples everywhere. This aim might be expected to appeal especially to the Socialists, who heavily influence British thought.

But the Socialists reject it on the ground of Socialist dogma: capitalist nations cannot be progressive; the U.S. is capitalist therefore, the U.S. is an anti-social exploiter, O.E.D. British Socialists have a special resentment against American capitalism could be treated with the tolerance and condescension that is the hallmark of the Pathan spirit. Hun entitler Fabin nor Sidney Webb would know Pathan spirit. Hun entitler Fabin nor Sidney Webb would know The success of American capitalism in raising American living standards can neither be believed nor forgiven. It can only be evaded by talking of "the American treasure house of resources" in the contract of t

The Muted Right. The Eisenhower Administration is also profoundly and explicitly conservative, and it rises specifically to the defense of ancient verities. But this awakens no more friendly response from British conservatives, than American progressivism evokes from the left. With the conservatives, the trouble

is not dogma but politico-sclerosis

The two main camps of the Tory Party are the Socialists-whom't-go-upstairs and the Colonel Blimps. The former have the usual Socialist view of the U.S. and the Colonels are of even less help. They resent the fact that the Americans have taken over the power if not the glory that was the Empires. They wanted

to settle Mossrdegh with gunbouts and Naguilo with the Hussars. But nostalgia for the brave old days is not conservatism. It is the conservative's business to find how unchanging principles apply to the ever-changing facts of life, not to deny that the facts have changed. British conservatism today rarely speaks in terms of principle; consequently, the British right is scarcely heard in public debate, leaving the field to the anti-American leftists.

from Attlee to Bevan to Driberg.

Experience, The great British century between Waterloo and Sarajevo influences British ideas of how foreign relations should

he conducted today.

Until the Kaiser's power rose, there was in all those happy decades no nation that could challenge Britain on a world scale, none with a half or a quarter of Britain's power. The only chalenges were local, and could be met by specific transitory alliances based on the most direct and obvious self-interest of the parties. In such situations, diplomatic haggling becomes the central political article.

The U.S. experience at leadership, short as it is, has been spent on the problem of establishing international order. That problem requires more than skill at handling local situations. It demands some attention to the moral principles underlying political and commercial order. In their day, the British could take the acceptance of these principles for granted; they were violated—but they were not denied, ridiculed and systematically under-but they were not denied, ridiculed and systematically under-

mined by any great world power.

To replace the Royal Nay, which alone could keep any threat from becoming lethal to Britain, the U.S. has had to organize the world network of alliances to meet a world threat. This network has to be explicitly related to a menal jumpose because it needs to be wider and last longer than an alliance based upon direct. U.S. was pouring significant to the wider and the properties of the wider of the second properties of the properties of the properties of the second properties of the second properties of the second properties of the properties of th

The British scorn and profess to fear the American tendency toward moral preachment in politics. An American answer is that the job in hand requires, among other things, moral preachment. The enemy has attacked on moral ground, has in fact metals his deepest breakthrough there. That hole cannot be ignored, it has to be plugged while efforts to meet Communism's military it has to be plugged while efforts to meet Communism's military.

and political pressure are in train,

By good luck or providence. the key formative experience of the U.S. past gives it some qualification for the job. The writing of the U.S. Constitution by men of conservative principle who were also hardwaded politicians and traders was an exercise in the application of moral philosophy to the facts of life. Then and since then Americans have dealt in terms of their Constitution with the conditions needed for political freedom, for federation, for economic progress. In short, they have dealt closely, consciously and explicitly for nearly 170 years with what turned out to be the central international problems of the 20th century. This gives no guarantee that Americans will do well. But at

least they were subjected to the appropriate curriculum.

Knowledge. The Americans, say the British, do not know the world. Indeed, they did not—and some appalling blunders resulted. U.S. education is ill-suited for foreign affairs, 19th century style. The educated British is rearded for debate and negotiation are style. The reduced British is rearded for debate and negotiation can, by effortless intuition, absorb the essence of a political crisis from a bubble of cockatal (nonvensation, Americans will never be good at that. They will set up a million-deblar study project to indicut what a British would have a milk of the study project to indicut what a British would have any the Americans are learning, and it may be that in this important matter of knowing the world the British are alipping.

British China policy, for example, is mainly the product of pure ignorance. When the Communists were beating Chiang and the U.S. was in the throes of an intense but inconclusive debate over what to do about it, the British were not looking or listening. A few weeks ago a correspondent for the Manchester Guardian, digging for the roots of U.S. policy, talked to some American farmers, found they disapproved of Chinese Communists on moral grounds. A thought struck the Guardian man, If these moralistic Americans, he wrote, could be told that Chiang Kai-shek was corrupt, they might take a more reasonable view. The news the Guardian man missed: the charges against Chiang are not news to any American able to read or listen to the radio. The Americans have long since put Chiang in perspective and have gone on from there to pay reasonably close attention to Chinese Communism in action. Nothing that they might believe about Chiang is likely to change their moral judgment of the

Chinese Communists.

Responsibility. Perhaps the main cause of U.S.-British conflict is that the responsibilities of the two nations are so different, If the U.S. sank below the sea tomorrow, the free world's defense against Communism would be impossible. But the British, being at least the heirs, are not daunted by the impossible. They would take on the leadership of the free world. Their horizon would expand beyond Europe. They would see that the Middle East needed support more than arm-twisting. They would see China not with detachment but with lively sensibility. As for the world entire, the great globe itself, they would talk less of balancing the unbalanceable and more of rolling back the intolerable. They would discover the practical demand for moral principle in politics and supply it from an ample hoard in their own past. Milton's name would ring out, and Hampden's. The responsibility that now shapes U.S. policy would fashion theirs into its weaker twin.

The Dismal Prospect

But it would be desirable to bring Britain nearer this state of mind by means less drastic than the total disappearance of the

U.S. What are the chances?

Not, it would seem, good. British and U.S. policies were close when Truman and Acheson were going from fire to firefrom Aserbaijan to Greece to Berlin. Slowly the U.S. began to see its larger repossibility, to understand that the threat was global, that Europe had to be protected in Asia, and Asia in Europe. Same long-range far prevention was needed and perhaps the control of methods. He exists way for Dritish and the U.S. to get in the C.S. to get the control of the C.S. That price is too high. British cooperation is important, but a clear and effective U.S. policy is essential.

Analyses of U.S.-British conflict usually end with a tight smile and a hopful reminder that (undamentally, and when the chips are down, the British and Americans will stand shoulder. This isnohly true, But at what point does the fundamental agreement start getting operational? Twice the two namental namental

CRIME

Life or Death

U.S. Distric Judge Albert L. Reeves perend down from the bench in his wal-nut-paneled courtroom in Kanass City. Mo. The man before him was fudgety. The woman was motionless, impassive, and staring straight ahead, Judge Reeves asked if the couple was ready to an about the couple was ready to a cou

Judge Reeves scheduled a trial for next week. "There's only one issue in the case." he said—that of imprisonment or death in the gas chamber. Bonnie Heady had already sent away for a catalogue

of tombstones.

FOREIGN RELATIONS Nothing but Cadillacs

Cheryl Smith, 9, was crushed. For weeks she had lived in anticipation of the day when the King and Queen of Greece would visit her father's farm, 40 miles from Chicago, as part of their good-will tour of the U.S. (TIME. Nov. 9). Then last week, pretty Queen Frederika caught a cold and had to skip the trip to the farm. "I told all my friends I was going to see a queen, sobbed Cheryl. "I've never seen a real, live queen!" But King Paul kept his date, and, as his 18-car motorcade stopped in front of the Smiths' frame house. Cheryl began to cheer up. "Cadillacs. Cadillacs," she sighed, as the King climbed out of his Lincoln, "Nothing but Cadillacs."

The King and his aides were hussled into the farmhouse, where they were introduced to Farmer J. George Smith, 56, and his family. Then everybody sat down to a solid country dinner—fried chicken, accorn squash, multiplying, cider and green apple pie. King Paul explained that he preferred white meat, and green, he said, liked dark meat, and present properties of the presence of the "between us, we lick the platter clean." Then, to the plack Sprat nursery thyme and promptly cleaned his own platter.

Through the dinner the Smith kids were speechies. Namette, 11, had to stuff a napkin in her mouth to keep from gig-gling. Voome Keent, 2, spilled his cider on the characteristic spilled his cider of the said. "but I got hungry." After dinner King Faul made a quick tour of the farm with Smith. Then, with a home-cured ham, trucked and drove back to Chicago to dell the Queen all about Chicago to dell the Queen all about Chi-

As soon as Queen Frederika heard about Cheryl's disappointment, she invited the Smiths (minus Baby Lois) to breakfast at her Chicago hotel suite. Nannette and Cheryl brought along a batch of fudge they had made, and helped the Queen eat it. After they had finally seen the Queen, the Smith kids were all smiles. Their unanimous yerdict: "She's a real nice lady."

THE PRESIDENCY

Stag at Bay

Washington's social season was opened last week at a white-tie dinner given by the President and Mrs. Eisenhower for the Cabinet, the first of a series of six dinners and five receptions that will mark the biggest, most formal White House season in twelve years. Three nights later, Ike wined & dined 21 prominent men at the seventh of his stag dinners for U.S. leaders-and landed in a hassle with an angry newshen who thought he was being unfair to women. At his press conference, the President was confronted by Columnist Doris Fleeson, who wanted to know why he hadn't invited any prominent women to dinner. "How do you square that with your anti-discrimination program?" she demanded. Well, said Ike, he had tried to give two or three dinners for women, but he had been told that he had better watch out because the women could



SECRETARY DULLES
The women were annoyed.

not decide who should come. "Did women tell you that or did men tell you that?" snapped Feminist Fleeson. He got the advice from women. Ike quickly assured her. He would never take a man's advice on such a thing. But he thought it would be wise not to identify his feminine advisers. Last week the President also:

¶ Iasued an executive order abolishing the Truman Administration's secrety-code, restricting the use of secret classifications in 17 departments and agencies and forbidding them altogether in 28 others, e.g., the Fine Arts Commission, the Commistee on Purchases of Blind-Made Products. The new code will make information more easily available to the press, will eliminate excessive and about classification of most

¶ Spent 18 minutes with Mamie and members of his staff in a new, \$750,000 White House air-raid shelter during a mock A-bomb raid. Afterward, Civil Defense officials reckoned that, had the raid

been real, the President would have survived, although 120,000 Washingtonians in the neighborhood would have been casualties.

Denounced Senator William Jenner's reiterated attack on General George Marshall as a "front man for traitors," Marshall, the President told his press conference, is one of the greatest patriots, one of the ablest men and certainly one of the most dedicated men he had encountered.

¶ On the eve of his state visit to Canada this week, gave executive permission to New York State to join with the Dominion in building the \$600 million St. Lawrence River power project.

ARMED FORCES

Go Slow

When Colonel Frank Schwable, U.S.M.C., arrived in Washington last month, he promptly went around to pay his respects to Marine Commandant Lemuel Shepherd. Schwable never got past the front office of the properties of the part of the front office of the properties of the properties

Somewhalle was one of some whose P.W. records were as Defense Secretary Charles Wilson put it, being 'carefully and sympathetically' examined by the services to see if "there has been unreasonable failure to measure up to the standard of individual conduct which is expected even of a prisoner of war . . ."

Of that total, only as were considered by the property of the property of

of Communist pressure on prisoners. In some of the cases described in Dr. Charles Mayo's report to the U.N. (Tisus. Nov. 2) men withstood frightful beatings and torture. as well existence of the control of the contro

AVIATION

Uncle Igor & the Chinese Top

Russian-horn Igor Ivanovich Sikorsky the eminent early birdman and aircraft designer, has never forgotten a monumental posebleed he suffered as a boy of ten in the Czarist city of Kiev. As he sat with cold compresses on his neck and waited miserably for his veins to close, he fell prey to an alarming thought: if his condition became chronic, he might never be able to become a fiver. One night a little later he dreamed of coursing the skies in the softly lit, walnut-paneled cabin of an enormous flying machine-a cabin he recognized with a start 30 years later when he went aboard one of his own fourengine Sikorsky Clippers to inspect a job of interior decoration done by Pan American Airways.

Both the nosebleed and the dream occurred before the airplane had been invented, and although he is an extremely modest and practical man. Sikorsky cannot help but brood about them. There are easy amazement at his own mental processes—particularly at a sense of intuition that has nudged him to many a successful engineering conclusion that neither he nor the seitence of aerodynamics could explain

The Earthbound Greeks, Sikorsky the man allows his mind to range widely when he meditates upon these mysteries inherent in Sikorsky the designer and inventor. He cannot understand, for instance, why man's conquest of the air was not begun by the early Greeks or Romans. Both, he feels, were perfectly capable of inventing and flying gliders; both, to his way of thinking, produced minds which could have grasped the scientific conquests involved; both had carpenters and artisans capable of building such machines, and both made the fabrics, paints and materials needed for their construc-tion. "But they didn't." he sadly concludes. "even invent the hot-air balloon."

Why, on the other hand, he asks, did forto Liimthal, the Writhin Brothers, Santos-Dumont, and a harful of other pioneer aimen—among them. Igo Sikorsky —come into a wingless world lusting to fly and apparently equipped with some kind of built-in mental equipment which helpful them do so? Sikorsky, never goes so far as to conclude that he is an instrument of Divine Providence, but neither deather as a deeply companion or of his own raree moments of institution.

This curiosity about his own brain, and his grave sense of responsibility and hope for its products, would be understandable enough if only for its most recent series of convolutions—the experiments in which he planned, built and flew the world's first really workable helicouter," and more re-

The word helicopter stems from two Greek words, helix, meaning spiral, and pteron, meaning wing. Correct pronunciation: hell-icopter, cent work in which he has helped bring the device to its present state of windmilling efficiency. Today, at 64, he is not only an honored pioneer of the brave, oil-spattered world of pre-Sarajevo axiation but also the paramount prophet of a completely new era of flight.

Woy, Hay & Up She Rises. The helicopter—by vitue of its ability to rise straight up, to hover motionless in midair, to fly addeways, backward and forward, to fed its way through fog or snow quicker than a natumobile, and to lower quicker than a natumobile, and to lower itself vertically into clearings hardly bigger than the circle described by its rotor blades—began proving itself a priced by beast of aerial burden in the early days of beast of aerial burden in the early days of the sailered ther. In the last of months of the sailered the has a sign of the sailered the transport, and has made itself a unique, long surface trip to outlying airports. The Belgian arinne, Sabena, is operating a helicopter service between Brussels, Bonn. Lille, Maastricht and Rotterdam. Helicopter services are carrying passengers and mail in and around New York. Chicago and Los Angeles. City councils all over the U.S., have accepted the theory that the helicopter will not only replace augment the solution of the property of the council of the counci

Cameros in the Sky, Meanwhile, the helicopters of 1953 are finding new and increasingly fanlastic employment with every passing day. They string power lines across peaks of the high Rockies. and thresh slowly over northern Canada doing mineral surveys from the air. They have landed yellow-fever vaccine in Costa



SIKORSKY & CZAR NICHOLAS II ON THE DECK OF "THE GRAND" Undounted by nosebleed, revolution and gyroscopic effect.

irreplaceable and increasingly commonplace part of U.S. life.

There are still fewer than 3,000 helicopters in the world (virtually all U.S .built) and, in many ways, the inspired contraption is still in its infancy. But few machines have so caught the national imagination. The Marine Corps has long since adopted the helicopter as its answer to the atomic bomb, and proposes to send rotor-topped whirlybirds hurrying inland from carriers far at sea, to establish the beachheads of the future. The Army has begun supplementing trucks with helicopters, and, in so doing, is regaining a disregard for rough terrain it has not been able to afford since the day of the mule. And today no naval aviator leaves a carrier deck without knowing that a helicopter is hovering near by, ready to swoop and pluck him from the sea if he is forced down.

Rotor-lifted aircraft, able to take off and land from rooftops, parks or squares in the heart of the biggest cities, are already eliminating that most exasperating aspect of fixed-wing air transport, the Rican jungle clearings, and have plucked sick, wounded or stranded men from mountain ledges, deep canyons, flood areas and sinking ships all over the world.

Crop-dusting, hazardous when formed with low-flying, fixed-wing aircraft, is as safe as surrey-riding when done with belicopters. The owner of a big Texas pecan grove no longer sends Mexican laborers clambering into his trees-he simply flies a helicopter over the grove when the nuts get ripe, and the rotor blows the crop to the ground before lunchtime on harvest day. The whirlybird is proving a heaven-sent device for motionpicture directors; a camera fixed in a helicopter can hang motionless high in the sky over battle scenes, or follow the U.S. Cavalry to the rescue through the steepest canyons. Four Bell helicopters, two dressed like boys and the others like girls, do square dances above the crowds at aviation shows.

But these outward manifestations of the rotor age seem positively undramatic when compared to the fevered turmoil amidst which the helicopter itself is currently being broaded, hatched, crossbred and re-batched by fanciers intent on improving the breed. A new and fiercely competitive need engineers and manufacturers has sprung up in the wake of Storsky's successful over the U.S. Some of these firms have big plants and big contracts (the leaders: Sikorsky, Beil, Plaisecki, Hiller and Kaman) and some have three except bleeprints, dreams and stock the properties of the properties of the protein of the protein

In the struggle to produce the definitive helicopter type, the industry has spawned single-rotor helicopters, coaxial (two rotors on one shaft) helicopters, biaxial (two rotors on separate shafts) belicopters, biaxial machines with intermeshing rotors, experimental helicopters powered by turbojet engines, and a snarling line of machines with ram-jet or pulse-jet engines mounted at their rotor tips. There is scarcely a helicopter engineer who does not harbor some guarded gimmick for improving rotor life or rotor control, and every manufacturer seems supremely confident that his machine is the only helicopter worthy of the name.

Tractors & Telescopes, Gentle Igor Sikorsky seems almost out of place in his position of eminence amidst this uproar. He is an erect, balding man with a scraggle of grey hair at his collar, a bland face, a clipped mustache, and a polite, faintly accented voice. His position at the big

Bridgeport helicopter factory of the United Aircraft Corp.'s Sikorsky division is difficult to describe: he is a sort of resident genius and after-dinner speaker combined, and reigns not through any formal authority but through the sheer logic and soundness of his engineering opinions.

He talks with a professorial air, greets everyone from workmen to Marine generals with a slight; stiff-backed Old World bow, and has never been known to lose his temper or, for that matter, even raise his voice. He wears dark business suits, often with blue, rubber-suded juviness suits, often with blue, rubber-suded juviness suits, often with blue, rubber-suded juviness suits, of the suits of the professor of t

All his life Sikarsky has been a highly publicated figure, but he keeps the outside world rigidly partitioned from his family life and his quiet social life. He has a grown daughter (by an earlier marriage) and four sons. Serge, 3.8 works in Europe for the United Aircraft Export Corp.:

Nicholas. 36. and George, 27, area in home. The control of the

Sikorsky was largely instrumental in building an Orthodox church near Bridgeport as a place of worship for the area's Russian colony. The designer's wife. Eliz-

abeth, usually cooks and serves dinner herself when the Sikorskys entertain at the modest Easton, Conn, farmhouse: the guests are almost always limited to old Russian friends and old acquaintances from the aircraft world, among them

Charles: A. Lindbergh and his wife. Anne-Sikorsky is a saragazer (five-in-hetelescope class and a writer of religious and philosophical books: The Message of the Lords: Prayer, The Investible Encounter). The Company of the Company of the Company has currently bas titree: ("they are like pets"). But one hobby takes him far from home. He is will about volcanoes and will fly thousands of miles to watch one fume and throw I was into the air. When Mestico's famed Paricutin was erupting. Siloradmire the effects to the crateristic to admire the effects to the crateristic to admire the effects to

The Wood-Breakers. The faint aura of unworldlines that clings to him. however, is mostly illusion; the Sikorsky imagination may soar, but he is a practical, enduring, even stubborn man. Though his colleagues call him "Uncle Igor" behind his back, nearly all United Aircraft officials call him Mr. Sikorsky to his face. His career has spanned virtually the entire history of flight.

Sikorsky was just 19 when he set out, in 1909, on a pilgrimage from Kiev to Paris, then the mecca of aviation. The early aeronauts who had hived there were mostly grease-stained motorcycle or automobile racers who flew-or tried to flyout of the sheer love of risking their necks in public. Sikorsky was a young gentleman and an embryo intellectual; his father, a physician, was famed in Russia as a psychologist, and Igor had put in three years at the Imperial Naval College in St. Petersburg, and two more at the Institute of Technology at Kiev. He was not abashed, however, as he walked through the long grass at the edge of Juvisy airfield, outside Paris, and took his first look into the temple of the flying machine.

It was a strange place. Few of the airplanes which went quivering and coughing across the pasture land ever got into the air. One that would rise to an altitude of ten feet was watched with respect, and a few constant of the complete of the conflict, have an actual crash) was a hero. Paris rang with theories on planes and flight, almost all of them completely false. One Captain Ferber, however, gave the youth a piece of advice he never forgor: to build it is little; to make it fly is everything.

Sikorsky asked one French aviator to mame the best aircraft engine of the day. "They are all bad!" the Frenchman cried. Sikorsky modified the question. "Which is the least bad?" The Frenchman medited and answered. "The one with the smallest number of parts. for the part of the smallest number of parts, for the part of the smallest number of parts. For the part of the smallest number of parts, for the part of the smallest number of parts, for the part of the smallest number of parts, for the part of the parts of the part



PIASECKI HELICOPTER RESCUING NAVY FLYER (JULY 1953)

On every take-off, a hovering whirlybird.



HELICOPTERS & MARINES UNDER ATOMIC CLOUD IN NEVADA

On the beachheads of the future, a priceless beast of burden.

but stayed stubbornly on the ground. To Sikorsky's delight, however, it lifted 357 lbs., only 100 lbs. less than its own weight.

when attached to a scale.

After that month after month Sikorsky toiled, sketched, planned and studies,
sky toiled, sketched, planned and studies,
sky toiled, sketched, planned and studies,
sky the sky to the sky to the sky to the sky to the
frail little fixed-wing airplane. They refused to fly, too, the built still another airplane, the S-2, and after days of taxing
plane, the S-2, and after days of taxing
the sky to the sky to the sky to the
sky to the sky to the sky to the
sky to the sky to the sky to the
sky to the sky to the sky to the
sky to the sky to the
sky to the sky to the
sky to the sky to the
sky to the sky to the
sky to the sky to the
sky to the sky to the
sky to the sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to the
sky to t

The Grand." A new burden of worry assailed him as he toiled on. His father. apparently a man of inexhaustible faith put much of his small fortune into Igor's experiments, and in the end resolutely mortgaged the family home to keep them going. Igor's sixth plane won the highest award at a Moscow aircraft exhibition in 1912. A huge manufacturing combine, the Society of Russian Baltic Railroad Car Factories, financed him, and with consummate confidence he set out to build the biggest flying machine the world had ever seen. It was "the Grand," the first fourengine transport plane in history-a magnificent affair with a glassed-in cabin, a dining table and an outside observation platform from which Sikorsky liked to admire the clouds as his creation lumbered through the air at 60 miles an hour.

The Car himself came to see the aerial behemoth and presented Sikorsky with a gold watch bearing the two-headed eagle of Imperial Russia, Igor was 24, one of the world's leading aircraft designers and a famous man. In a few years he was

worth half a million dollars. During World War I he shuttled tirelessly between his factory, which built four-engine bombers, and the front, at times taking cover from showers of steel arrows which German bomber pilots dumped on Russian air-dromes. Then came the Revolution. Sikor-sky left Russia with one suitcase and a thin sheaf of English pound notes.

He ended up in a small furnished room in Manhattan, scratching for a living by giving lectures on mathematics to other emigres. By 1923, however, he was back in business; aided by a handful of long-suffering fellow Russians, be built a clean-lined two-engine transport plane in a Long liand farm yard. Sikonsky was too politic stand farm yard. Sikonsky was too politic scrambed in for the test hop, and the overloaded plane crashed.

He nevertheless proved himself an impressively facilit designer, and eventually United Aircraft & Transport Corp. assimiated his Sikorsiy Aviation Corp. By 1937 he had made his mark all over again, 1937 he had made his mark all over again, plane, and Sikorsiy's four-engine Clippeswere blazing Pan American's transoceanic routes on both the Atlantic and the Pacific. Sikorsiy did not rest on his laurels. He roas at a meeting of United's operating committee, bowed and calmly anfect the heliconter.

Feothers & Corks, If he had suggested instead, that United begin work on a perpetual-motion machine or a cure for hadness he could hardly have startled his colleagues more. The helicopter is the oldest liying machine. The Chineste top, a toy propeller that flies when its shaft is spun between the palms, was conceived in the Orient a thousand years ago. Leonardo d. Viricl designed a spiral aircreve in the

hope of achieving perpendicular flight. In 1784 two Frenchmen. Launoy and Bienvenu, made a spring-powered model coazial helicopter with corks for hubs and bird's feathers for rotors. It flew beautifully. An Italian named Enrico Forlanini built a successful seven-lb. steam-driven model in the 1870s.

But men intent on developing the principle behind these simple toys ran into awesome problems. As it sweeps forward into the wind, a whirling rotor blade has more lift than it has on its backward journey. Early models tended to roll over sideways like dying ducks. When the rotor begins turning, torque tends to whirl the body of the helicopter itself in the opposite direction. Furthermore, a spinning rotor is, in effect, a gyroscope-which reacts lustily against any movement from its original position. On top of all this the whirling blades are subject to vibrations-"resonances," as helicopter engineers call them-and early experimental machines had a nasty habit of flailing themselves into suicidal collapse. Anyone who conquered all these difficulties still faced another-ships and planes are steered by rudders. But a rudder obviously could not be used to control a machine intended to go straight up. as well as forward, back and sideways.

The Figing Ret Trap. The world did not lack men who felt confident of hauling themselves into the air with the Chinese top. Over the years they built some of the strangest contraptions ever seen of the weird problems inherent in helicopters, and a few got into the air. In 1922, an American named Henry Berliner flew a tri-winged tri-votor "gyrocopter" at \$3 seconds. In the same year, a scholarity \$3 seconds. In the same year, a scholarity short-tempered Russian named George de Bothezat built something that resembled a huge rat trap with four lifting rotors and two steering rotors; it flew at a height of six feet for a minute and 42 seconds at McCook (now Wright) Field.

A wealthy Spaniard. Juan de la Cierva v Cordornia, discovered that hinged rotor blades would adjust to differences in lift all around their circular path. He incorporated the principle into the Autogiro, a machine that depended on a free spinning. un-powered rotor for lift, and on a conventional propeller for forward motion. The Cierva Autogiro, which was built in the U.S. by Pittsburgh Plate Glass Heir Harold F. Pitcairn, was the first, practical departure from the fixed-wing plane. Though it could not ascend vertically, it

bile fan belting to the transmission of a single, three-bladed rotor, Nevertheless, it incorporated most of the principles of

In building it, the inventor drew heavily on the theories of others, but putting them together mechanically with some of his own and making them practical was an awesome task. Most earlier helicopter builders (like some today) killed torque by using sets of two or more rotors which revolved in opposite directions. But Sikorsky put his faith in one rotor. "One woman in the kitchen is fine," he says, "Two women in the kitchen get in each other's He decided to keep his fuselage from spinning simply by hanging a vertical fan on an outrigger at the tail.

To make his helicopter go up or down



AERONAUT SIKORSKY PILOTING THE VS-100 Like suggesting perpetual motion or a cure for baldness.

could take off with a short run, climb rapidly and land in tight fields.

Even so, it was little more than an aerial curio-a compromise between an airplane and a true helicopter. Conventional-aircraft engineers felt that the long. painful struggle to produce a direct-lift machine was simply proof that the practical helicopter was an impossibility. Sikorsky did not agree. He had never ceased thinking about rotor-machines in all the 30 years since building his first. While workmen at the Sikorsky plant goggled and shook their heads. Sikorsky began flailing the air with a stationary test device made from the transmission of an old Ford, a motorcycle engine, and a single

One Woman in the Kitchen, Stranger developments followed. United Aircraft. caught between its doubt of helicopters and its respect for Sikorsky's genius. financed an experimental direct-lift machine, Sikorsky was obligingly frugal; all his years of helicopter research cost United less than \$300.000. His Vought-Sikorsky 300 was simply a framework of welded pipes with a 75-h.p. aircraft engine and a big flywheel that was linked by automohe incorporated the idea of the variablepitch propeller; by increasing the rotor blades' bite on the air (and simultaneously opening the throttle), he increased their lifting power. But to steer the machine forward, backward or sideways he made the blades subject, also, to something much more complicated, called cyclical pitch. This forced the bite of each individual blade to lessen as it swung toward the direction in which the control stick was moved-and then to gradually increase back to maximum pitch as it traveled through the next 180 degrees of its circle. Thus, if the stick was pushed forward, the helicopter would move ahead because the blades pushed harder at the rear of the rotor "disk" than at the front.

An Engineer's Nightmare. All this was harder to do than to plan. He had to build a hub that would contain all the gear necessary for these subtle and complicated changes of altitude and still let the blades ride free (to kill gyroscopic effect and preserve a balance of lift), supported horizontally only by centrifugal force. The hub was an engineer's nightmare. There was only one way to ferret out its many early imperfections. Sikorsky

had the VS-300 tied down with stout ropes to keep it from rising more than a few feet. Then he climbed into the seat in his dark business suit and upturned fedora, started the engine and began-as he had in a Russian pasture 30 years before-trying to learn to fly a strange, new and hideously uncertain machine.

It took weeks, months, years. On the first "flight" in which the VS-300 left the ground it immediately lurched sideways "like a frightened horse." Sikorsky had no way of knowing whether the fault was his or the helicopter's, For a while he had the machine fastened to a post in a nearby field, and "flew" it there every day simply in an attempt to keep its wheels precisely six inches off the ground. Meanwhile the VS-300 was rebuilt and rebuilt again-in all, it went through 19 major alterations, accumulating and shedding tail rotors in the process.

Gradually it improved. So did its control system-pilots originally complained that it would take a man with nine arms to fly it. So did Sikorsky's ability to handle it. In 1041 he set a record for endurance-the VS-100 staved in the air at treetop heigh: for one hour and 42 minutes. By the time of Pearl Harbor the burden of Sikorsky's experimental work was done. The VS-300 would do amazing stunts-hover motionless with ease, sit down in backvards, lower a bag of eggs to the ground without cracking a shell. The Sikorsky plant turned to building bigger and more powerful helicopters, which were put to use in rescue, patrol and communications work during World War II. Man with a Thousand Lives. Igor

Sikorsky's real moment of triumph came when the U.S. Marines pressed helicopters into service in Korea-and not simply because the Bridgeport plant (soon to be doub'ed in size) fairly vibrated to the rush of new business. He kept meticulous track of rescue work done by helicopters all through the war. "We have." he would announce to friends with satisfaction. "now saved 7,642 lives. We are saving more every week.

Helicopters are still growing bigger and higger. Sikorsky is soon to unveil a twoengine, single-rotor machine capable of carrying 26 fully equipped marines or 35 short-haul passengers. The Piasecki Transporter, a new 40-place biaxial helicopter, is undergoing tests at Philadelphia, Meanwhile, the more fervent of the new disciples of vertical flight dream of massproducing small helicopters by the hundreds of thousands, of eliminating metropolitan airports with "convertiplanes" capable of rising with rotors and then undergoing a mid-air metamorphosis and becoming speedy jet airplanes. Some even wonder if fixed-wing aircraft themselves cannot be flown straight up simply by blowing a lifting wind across their wings with jet engines instead of with a take-off run. Even to Igor Sikorsky a lot of this sounds like wild talk-wild talk such as he has not heard since Paris in 1909, when the world of flight was new and nothing was impossible.

INTERNATIONAL

COLD WAR

The Hard Line

A notion that came to life with the death of Joseph Stalin was itself laid to rest last week. Stalin's successors made plain, so that even the most credulous could see, that they have no desire to negotiate a letup in the cold war.

One evening early in the week, ambassadors of the three Western powers were summoned to the Moscow Foreign Minsitry, Each got an 18-page diplomatic note, It was Russia's answer to their proence at Lugano, Switzerland, The Russians did not even reply to the Lugano invisition, but made it clear that Moscow had reverted to—if it ever really slid but the result of Solin's S

The U.S.S.R. will not even dicker with the Western powers, said the note, unless the West abandons the European Army plan, dismantles the NATO alliance and the global network of air and navar labaes. There will be no chance of bargaining, the note added, unless the West agrees to include Red China.

Keep Whot Stalin Took. Larded as usual with Soviet propaganda, the note was far more than that, It was a clear statement of the foreign-policy objectives sought by Russia's new leadership:

¶ To remain highly armed.
¶ To give away nothing of what Stalin took, and to capitalize on the improved Communist position in the Far East,
"This note is tough," said a U.S. diplo-

mat. "They are telling us . . . to throw away our gun and brickbat while they keep theirs. Then they will negotiate. I note references to the possibility of World War III. That is something they haven't been talking about in their notes recently."

Cold Wor Fonned. Later in the week at the celebration of the 50th anniversary of the Bolshevik Revolution. old Marshal Kliment Voroshilov. President of the Presidium of the Supreme Soviet. spoke in belliose tones. "It is known to all." said he. "that through the zealous efforts of agreesistic circles in the US-A. the cold war continues and is beling fanned briskly in the same proposed of the same continues and is seen described to the conduction of the same proposed to the same proposed

ing a policy of preparing war."

At the U.N., Andrei Vishinsky got orders to go at the West again in the old, unbridled way, and the debating in Manhattan rang once more with the Russia words for "reactionary circles," "aggressive bloc," "drown in blood,"

Disheartening as this dash of cold water might be to Europe's neutralists and forlorn-hopers. Russia's tough words were considered downright encouraging in some ways by Western diplomats. They find the Kremlin's refusal to negotiate defensive, rather than a sign of confidence and strength. In France, Russia's intransigent tone was calculated to help overcome France's deep hesitations about ratifying EDC. Then why had Russia acted this

way?
The professionals in Washington and Paris agree pretty well on this hypothesis: right after Stalin's death, the new regime was wavering between a continuation of Stalin's tough policy and trying out a softer one. The East German riots of June 17 convinced them that softness was taken to the westleness; and Adenauer's success to the continuation of the staling of the staling



Russia's Voroshilov
The fough words were encouraging.

German puppets, and to dodge any big power conference where the West would be negotiating from unprecedented strength.

More Boffling, Just before Moscow rolled out its new hard line. Winston Churchill retreated from his insistence on a "parley at the summit" with Premier Georgy Malenkov. He was, as usual, stub-bornly optimistic: "The probabilities of another world war have diminished, or at least have become more remote. I think it would be true to say that [the outfook] "It would be true to say that [the outfook] "It creating would be more football."

magine that there is any chance of makmagine that there is any chance of makmagine that there is any chance of makall the creal problems of the magine of all the creal
all the creal problems of the magine of all the creal
and the creal problems of the magine of the magine
did by the creal of the magine of the magine of the magine
that some of us here are likely to see."
This week Eisenhower, Churchill and
France's Premier Laniel decided to stather,
this with their foreign secretaries, at Bermuda
early in December to thrash over the problems posed by Moscow's new hard line.

TRIESTE Blood in the Streets

The feeling of Italians for Trieste runs deep and broad: it is shared by old and young, by men and women of all parties. By Italians of all social circumstances. Trieste is, and of right ought to be Italian; or runs the universal view. Already ethnologically Italian, it was won from Austria in World War I in campaigns that cost 650,000 dead, 1,547,000 wounded and missing—casualise that are intimately remembered today in every Italian town. Lect in World War II and promised to Lindow of the Company of the Compan

U.S.-Britain declaration of Oct. 8 gives

her a lien on Zone A-the port of Trieste and the northern section of the territory

—but it is still to be put into effect. Last week the unresolved Trieste problem flared up in bloody demonstrations. At the hottom offi was a widespreaf fear and the total control of the state of th

After the Rites. The emotion-charged day on which violence began was the 34th anniversary of Italy's World War I victory over Austria. In Redipuglia-where 100,000 of Italy's war dead are buriedscores of thousands of people from all over Italy and from Zone A crowded into the cemetery amphitheater for the annual ceremony. Among the dignitaries on hand in Redipuglia, 20 miles northwest of Trieste, was Italy's Premier Giuseppe Pella. An open-air Mass was said, patriotic songs were sung, a Trieste orphan boy (grandson of a soldier buried at Redipuglia) read the last order of the day, which Italians call the victory bulletin of 1918.

After the rites, in the late afternom, some 12,000 patriotic Trieste Italians poured back into the city. They sang, shouted slogans. Hundreds moved toward the Piazza dell'Unità. Trieste's central square, on which the city hall stands, and were joined by crowds of students. Trieste's special police were alerted, and arrived in jeeps. The marchers jeered them.

Triestés special police, recruited from both Italians and Slavs of Zone A, are trained and commanded by the British, they are under the direct control of Britain's Major General Sir Thomas John Willoughiby Waterton, Military Governor of Trieste and also commander of the Willoughiby Waterton, Military Governor will be supplied to the control of the control William of the supplied of the control of the William of the supplied of the control of the William of the supplied of the control of the supplied of the control of the control of the supplied of the control of the control of the control of the supplied of the control of the control of the control of the supplied of the control of the control of the control of the supplied of the control of the control of the control of the supplied of the control of the control of the control of the supplied of the control of the control of the control of the supplied of the control of the control of the control of the supplied of the control of the control of the control of the supplied of the control of the control of the control of the supplied of the control of the control of the control of the control of the supplied of the control of the control of the control of the control of the supplied of the control of the control of the control of the supplied of the control of the control of the control of the control of the supplied of the control of the contr

NEWS IN PICTURES

ITALIAN DEMONSTRATORS RIOT FOR TRIESTE



FREE-FOR-ALL BATTLE gets under way in Trieste's Piazza dell' Unità as police try to stop

charging students (foreground) with tear gas. Later, rioters were hurled back by gunfire.



DETERMINED POLICEMAN swings truncheon at grappling demonstrator in Trieste as other police close in to help during street skirmish.

FLYING SQUAD of helmeted police, breaking up street demonstrations in Rome, pursue group of rioters seeking to escape from scene in streetcars.





ROMAN MOB, hooting at police on Via Veneto, is held in check by stream of water from riot-truck hose. Demonstrators tried to march on U.S. embassy (behind hose truck), finally gave up after series of drenchings.



SOUVENIR HUNTERS wage private fight for ircense plate of police Fiat after Trieste mob had turned car over and set gasoline tank on fire.

Independentistas who want to keep the status quo.

It fell to the police to disperse the marchers. They began by trying to wrest an Italian flag from the column leaders, and in the scuffle they began swinging rifle butts and trunchenos. Gee News IT. PICTURES.) The Triestini counteratuacked with a hall of paving stones. By midnight about 15 rioters had been hurt, scores

Violation of Sanchuary, Next day, there was another clash between police and demonstrators, mostly students (but including some neo-Fascist toughs). This time the police used fire hoses and tear gas. They chased some of the rioters into the famous old Church of San Antonio, and in a suprrising violation of the traditional right of sanctuary, continued to swing their clubs inside.

The Bishop of Trieste ordered the church reconsecrated, and the ceremony that afternoon set off new violence. The police used firearms for the first time, apparently firing over the heads of the crowd, but one youth was killed.

All over the city, crowds began upsetting and burning British cars and police jeeps. They burst into the city hall and ran a Italian flag up to half-sisfi. On the third day they broke into Independenties headquarters, three furniture, draperies and records out of the windows. When the riotess surged toward the Piszas dell'Unità again, the police city of the control of the control of the policy of the control of the control

At the end of three days it was clear that under the rough police handling, the situation was likely to get worse instead of better. General Winterton ordered them off the streets, and put U.S. troops of the tester linear than the street of the streets and put U.S. troops of the tester linear control of the streets and put U.S. troops of the tester linear control of the streets and the street of the streets of the streets

Attacking the British. All Italy was enraged. Violence sputtered in Rome, Milan, Genoa. Naples, Bari, Messina. In Rome. U.S. Ambassador Clare Boothe Luce. returning from a call on Fremier Fells. found Via Veneto. the broad street in front of the embassy, blocked by demonstration from the tembassy, blocked by demonstrators and walked coolly through 'the her broads the trought (Inhesitatingly, she stepped out of the car into the midst of the demonstrators and walked coolly through the crowd to the embassy. Then she offered to talk to any qualified representative of the demonstrators. but the crowd to the condition apposed without anyone talking up the

It was not against the U.S. that Italian anger was aroused. In most cities, the mob attacks were directed against British consulates. All newspapers printed pictures



Major General Winterton Shouts, stones and the crack of rifles.

of blood on the steps of Triesté's San Antonio Church and cried demunications of the inept performance of General Winterton. There were demands for his reall. Pells demanded that those the manufacture of the prosecuted. In London, Foreign Secretary Anthony Eden told the House of Commons that "the police seem to have shown admirable discipline and extraint in the face of extreme provocations of the property of the control of the foreign production of the control of the foreign production of the control of the control of the foreign production of the control of the con

Beyond the responsibility for the riots and the deaths lav the West's continuing failure to make good on its promise to Italy. After attending with his Cabinet as High Requiem Mass for the Trieste voticins. Premier Pella warned: "Time is working in nobody's favor in the question in the Pella warned to the Pella warned to the Allies not for the cause of that peace which we have so much at heart. The dead of Trieste have furnished the evident proof of this warning with their blood."

KOREA

"It Is Inhuman"

When the explanations started at Panmunjom, the Communist explainers screened some coo P.W.s. in less than four hours. Last week they took eight hours to screen 136. This was the long-expected Communist move to sabotage the explanations that were costing them so much fare in Asia. The go-slow tactics imposed a new strain on the P.W.s. but they did not the property of the property

seem to be swayed. Of the first 136, only two chose to go back to Communism.

The neutrals on the Repatriation Commission were also ready for any tricks by the Communists, whom they no longer trust. After one hour-long explanation. a Swiss pointed emphatically at his watch. The Indian chairman told the explainer. "Hurry up." At this note of friendship the P.W. serenaded the explainer, beating his feet on the floor in rhythm. "March together," he sang, "against the Communist pigs. Death to the traitor Mao." The Indian listened, half amused, then gently told the guards. "Tell him to stop singing now. He did not come here to sing." Five minutes later, the Indian snapped to the explainer, "That's enough."

Turmoil in a Tent. In another tent, a P.W. stood his ground for almost four hours. The Swiss and the Swede kept asking him if he wanted to leave, but the P.W. seemed quite happy to stay. The Communist explainer moved halfway round his table, and threatened the P.W. The Swiss wagged his finger in the explainer's face, and cried, "You shut up. You shut up." The Poles and Czechs shouted at the Swiss, and the Indian shouted in Hindi to the guards. At this moment of turmoil, a black U.S. Chevrolet with three stars on its bumper drove up to the tent, and India's strapping Lieut. General K. S. Thimayya stepped out, "This is absurd," said he, "It's got to stop." He promptly ordered a ten-minute recess for every tent, and instructed his officers to see that explanations were not dragged on after the P.W.s' intentions had been made clear. "Are you expecting any more trouble?" someone asked him. "Not from the P.W.s." he replied.

Letter, from Home, Nett day he called a press conference about the Communist go-flow campaign. "It is inhuman," said Sandhurst-educated General Thimayya in precise British accent. "As long as India is responsible, I cannot permit this to grow." Thimayya thought the explainers should get through a compound of soo P.W.s. a day or "forget about those who are not explained to." If the explainer who are not explained to." If the explainer has the compound of soo P.W.s. a day or "forget about those who are not explained to." If the explainable the control of the properties of the propert

Then Thimayya disposed of another Red trick. The 23 U.S. and one British "nonrepat" P.W.s complained they were externed to the control of the section will from the U.S. designed to them to go home: they demanded that the neutrals center their mail. Thimays said all right, if the other neutrals surveil utility of the control of the case of a letter from a man is wife with the control of the case of a letter from a man is wife with me, and they seemed a little unclear.

Then, looking toward Communist Correspondent Alan Winnington. Thimayya confided: "Frankly, we had expected that five or six thousand of [the P.W.s] would want to go home." Explanations' box score to date: prisoners held, 22,592; explanations. 2,203; decisions to go back to Communist territory, 64,



NO SPINNING—NO SKIDDING at ice-rutted curbs. General Winter-Cleat power-traction pulls you away easily.



NO SLIPPING NO SLIDING on inclined driveway General Winter-Cleat power-traction makes the



NO BOGGING DOWN in hub-deep mud. Powertraction General Winter-Cleats take unimproved roads in stride.



GENERAL Winter-Cleat



THE SHOW SECON MOD

GENERAL'S new power-traction Winter-Cleat takes all the work and worry out of winter driving.

Until you've driven a car with a pair on the rear wheels you'll never know how safe and easy driving through snow, slush and mud can be.

Don't wait for the first storm to bog you down. See your General Tire Dealer now. He will reserve a pair in the proper size. General Winter-Gran, are also available with white sidewalls.



GENERAL



Known by the Company it Keeps



FOREIGN NEWS

GREAT BRITAIN

The Queen's Wishes

Currycombed as sleek as seals, Brilainis famed Window greys last week were harnessed once again to the Irish state coach to carry their mistress to Westminster for the opening of Parliament. In an age of internal combustion engines, the greys were as much of an anachronism as the three gleaning detechments of the House-three decimals of

that Churchill was contemplating drastic changes that might call for a general election. The holdest suggestions were 11 to ease rent controls in private housing, particularly where landlords were saddled with run-down properties needing urgent repairs: 2) to end farm-produce rationing

completely by next year.

A surprise provision in the Queen's speech urged further reform (i.e., restriction) of the House of Lords, a project which has preoccupied Churchill ever since 1910, when as a member of the Liberal government he spent his workdays

sodomy and bundled off to prison,* but in time the topic dropped back once again to the realm of racy wit and awed whisper. Last week, buttressed by solemn pro-

Last very, jources purposed and partial mountements in press purposed. Partial mountements in press purposed in Partial very process and partial very process and partial very process and partial partial very process. The contract of the partial very process process and partial very process and p



ROYAL FAMILY AT LONDON THEATER*
After another command performance, talk of a change in the cast,

the dignity and solemnity that Britons expect of the occasion.

This year, for the first time at an opening of Parliament, Elizabeth wore the Imperial State Crown laden with 3,005 jewels.⁹ as she read the speech written for her by Winston Churchill's ministers. A House of Lords gallery packed with such alert first-nighters as Noel Coward agreed that she did her bit with only the faintest touch of nervousness.

Sir Winston himself was not around to hear the Queen speak his words. He was home in bed working on a speech of his own, a far more orotund affair (see In-TERNATIONAL) than the brief, ten-minute address he had given his sovereign. Both speeches reflected the same Churchillian hope: to keep the Tory government in command for its full term. "We were elected [in 1951] for a five-year period under what is called the Quinquennial Act." Churchill told the House of Commons that afternoon, rolling his tongue happily over the long, Latinate word. As outlined by the Queen, the government plans for the next year gave no indication

It is so heavy (3 lbs, 3 oz.) that it used to give headaches to her grandfather, George V. castigating dukes and his weekends enjoying the hospitality of his cousin, the Duke of Marlborough.† Later in the week the Queen sent to

Parliament a message that was closer to her heart. It was a change in the Regency Act to make her husband. Philip: regent (in place of her sister. Mangaret). in case Prince Charles, reaches maturity (18 for a British ruler). Some backbenehers grumbled at making a regent of someone hos is not in the immediate line of succession, but her proposal is "agreed legismoved by the major parties beforehand.

The Unspeakable Crime

Like skin disease and real poverty, sodomy is one of those enduring evils not generally favored as dinner-table conversation among solidly respectable Britons. In 180s. British Victorians forgot their table manners for a while when Poet-Playwright Oscar Wilde was convicted of

* Second from right: the Duke of Edinburgh

† He is still proud of the phrase he coined then: "End 'em, not referendum." all homosexush as "vile men." while the learned weeklies forgot politics and commented the state of the moment to turn the light of the state of the

• Builling with rase at the playweight's rounced intimery with his son. Lord Alfred Douds, the intimery with his son. Lord Alfred Douds, the lattice of t

mankind have found their affections centered on members of their own sex."

"Serious & Growing." The sudden line trest in homosexuality was sparked by a number of recent court cases involving a flirions whose names were unquestionably distinguished. They included: 11 Edward Baron Montago of Beautheu. Thing young last week voluntarily returned from a vacation in the U.S. and France to face charges of committing. "a serious offense against a young person"; 2) Shakespeare an Actor Sir John Giegud, who pleaded guilty two weeks ago to importuning who resigned his seat in Parliament after being found guilty of the Same charge.

"We are left in no doubt," said the resected Sunday Times, "that homosexuality is widespread, that it extends to people in high positions here and abroad and that its eruption in such offenses as importuning, corrupting boys or public indecency is today a serious and growing

criminal problem.

British law, like the prevailing law in the U.S., makes sodomy a crime, but in Britain, as elsewhere, there is a widespread disagreement between those who regard homosexuality as criminal and those who regard it as a psychological aberration, or as no aberation at all.

Despite the severity of the law, Britnin's police seldom bother homosexuals unless they make a public nuisance of themselves. Even so, arrests for sexual offenses have more than doubled in the past 15 years; a magistrate in Chelsea said that 600 cases of male depravity came before him each year.

"Assured of sufficient public support," wrote one retired police superintendent in the Simday Express, "the police would quickly sweep it away." But Journalist Ewan Butler wrote in Time and Tide: "If we are agreed... that chains and the whip were not the proper treatment for lunacy, can we be certain that prison is the proper place for the homosexual?"

An Elder's View, Last week Home Secretary Maxwell Fyfe was in deep consultation with medical and legal experts on the subject. In the House of Lords, old (83) Liberal Leader Lord Samuel expressed a view that was perhaps closest to

that held by most Britons; "My Lords, we are shy of talking about these things . . . but when the moral law is weakened, all men are concerned. It is weakened [now] partly because the dogmas of the old theologians . . . no longer grip and control conduct, partly because two great wars have shaken faith in the providential order on earth, and partly also because of the development of science, which teaches strange new doctrines in physiology and psychology, tending to weaken individual responsibility . . . I believe that a great deal of nonsense is talked about this kind of quack psychology, and that we should return to common sense, which is nothing else than a requirement that the rules of conduct should be based upon the universal moral law . . . "

PORTUGAL

The Quiet One

For one month things were different in protugal. Crossnishi was relaxed. The ban on political meetings and speeches was allowed, and an opposition political continuation of the government was allowed, and an opposition political compartly was permitted to campaign, It contested 28 of the 120 seats in the National Assembly, all held by Dictator Antonio de Oliveira Salazar's boys. Then, precisely attindigition of adv Jast week, the "political and Portugal turned back into one man's pumplin, "Silence: Silence:" said the final campaign headline in the opposition newspare, Republica. "Fortugal returns to her

Nonetheless, for the first time in 27



DICTATOR SALAZAR
One man's pumpkin.

years, the Portuguese had a chance to vote against the government itself. Some 60% of Portugal's 1,200,000 voters went to the polls—and voted down every one of the opposition candidates. In the three cities where they put up candidates, the opposition won 16.7% of the vote. but felt encouraged as a start "for the battles of

Without Eagles, Just why Premier Salarar had decided to dabble in democracy after 25 years' devotion to a corporative state modeled on Italian Fascism. he did not say. In fact, the Premier rarely says anything, Disdaining the dazale and hombast, the eagles and trumpets of the distance of the distance

Salazar rules calmly from the background hating every minute of the occasional public appearances he cannot avoid. Living piously, almost austerely (up at 6:30 every morning for Mass), he pays

himself a \$500-a-month salary (plus a Lisbon mansion and a summer place made from an old seacoast fortress). He governs a land of 8,500,000 people and 35,000 square miles, plus overseas possessions (e.g., Mozambique, Macao) which make Portugal No. 3 of the world's colonial powers. His face-dominated by dark. thoughtful eyes and a long nose, and topped by neat, grey hair-rarely appears in the newspapers, and usually when he strolls through Lisbon's lush gardens or along its mosaic sidewalks, he walks alone without attendants or bodyguards in sight. Probably no more than half a dozen Portuguese have been asked to sit at Salazar's table. He has two adopted daughters, 20 and 16. But he is a confirmed bachelor; there is no woman in his life. His drinking is confined to occasional sips of port, usually diluted; he allows no smoking in his

Pockets Inside Out, When an army junta called Dr. Salazar from the obscurity of the economics chair at the ancient (1290) University of Coimbra one day in 1028 to bail out Portugal's swamped fiscal position, the national budget had been balanced only twice in the previous 74 years, Salazar took over with a strong hand, made even the generals his servants. Today Portugal enjoys relative stability: she has no inflation, her payments with the outside world are in balance, her national wealth is 150% above 1946, her escudo (29 to \$1) is respectable. Her wartime neutrality brought good profits, a fine credit position and-thanks to his foresighted and unneutral leasing of Azores bases to the U.S. before war's endenough standing to win charter membership in NATO.

Salazar's corporative system binds the nation's economy, from farming to foreign trade, into tight, firmly controlled corporations or syndicates, Though Economist Salazar has won from friend & foe a reputation for selflessness and honesty the promises to turn his pockets inside out when, and if, he resigns), the system's complexities and red tape have produced much graft. In his Cabinet are 15 ministers, but Dr. Salazar ultimately makes all the hard decisions himself, occasionally lectures government officials, and Portugal's industrial and business leaders with dry, essay-like speeches which he laboriously composes himself.

Point Every Two Yeors. For all tis fiscal stability. Portugal is still a poor country where initiative withers in the gloom of resignation. The people who grow Portugal's olives, make its port, strip its cork, net and pack its sardines, mine its rich wolfram ore deposits, live in limplify beautiful villages with white-point-ed cottages (a 1049 Silhazar detree requires a new paint job every two years) amidst some of the world a grandest scenarios and the populés household budgets. Poverty and disease are widespread, Il-literacy is 4,007.

Political opposition is still a risky business, subject to the eagle eyesight of Now for the first time, high fidelity with ...

eXtra Dimensional Sound



Columbia "360" Phonograph introduces X-D

the "Roving Speaker"

Today the remarkable "360" by Columbia Records is the first and only instrument to release music from the limitations of phonographs with fixed speakers. Now it is possible for you to custom-tailor the reproduction of your records through an extraordinary new mobile speaker. Called X-D. (Extra-Dimensional) this "Roving Speaker" plugs into the "360" and can be moved anywhere around the room. It adds to the superlative twin speakers of the "360" a flexibility that even costly, custom-engineered systems cannot equal. Here is depth, color, realism. Nothing comparable to the "360" with X-D exists today. And the cost-only \$139.95 for the beautiful "360" plus \$24.95 (optional) for X-D. Exclusive development of Columbia Records.



KING SAUD AL SAUD Fabulous inheritance.

Dr. Salazar's efficient security police. But there has been increasing lenience with dissenters, and several opposition groups —the Monarchists, Socialists, Communists—are known to be operating underground. Political trials are now public.

The dictator's new leniency in elections may be, as skeptics see, a mere transient gesture. But it could also be that the exprofessor now recalls, in his quiet old age, what he one esaid years ago: "Dictatorship is essentially a formula of transition. It should not seek permanence."

SAUDI ARABIA King of the Desert

Alddal Axis Ibn Abdul Rahman al Faisla al Saud, son of the Sultan of Nejd, grew up lean and strong, ignorant of book learning, but a whirlwind in the saddle and a master of desert wife. As a boy, he and walk the blistering desert rocks barefoot each midday to toughen himself for a career of revenge against the nemies of his line. At 20, he set out at the head of his Washbi tribesemen to regain the sand lilustrious forebears, the Sauds, by the House of Rashbu Care.

In one slashing night ride, he and a handful of followers recaptured the ancestral capital and palace of Riyadh. Soon after World War I, he had united all the tribes of the Nejd under his rule: next, he worthrew the Saud enemy. Sherif Hussein of Mecca, and blended the Hejaz into his domain.

By 1932, virtually all Arabia with its 6,000,000 citizens was recognized as his; he called it the Kingdom of Saudi Arabia and pronounced himself King Ibn Saud. His prowess was legendary. One day of battle, so the story goes. he was wounded badly in the groin. Hearing that his followers feared for his future potency, he

selected a maiden, married her on the spot and consummated the marriage that night.

Sons For a Netion, As the Koran allows, he took wives in mpid succession, perhaps 140 in all, but never more than the permissible four at one time, to seal bargains, make alliances and produce sons. There came 40 sons and an estimated 64 daughters (girls are not counted officially). "In my youth and manhood, I made a nation." he once said, "Now, in my declining years, I make me for it."

The kingdom provided riches out of the Arabian nights, some from the duties leveled on the annual torrent of Mohammedan pilgrims to Holy Mecca, but mostly from the vast oil deposits which the King leased to U.S. oil companies on a 50-50 basis. His present share: \$200 million a year. A strict Moslem, who forbade smoking, drinking and even non-Moslem churches among the foreigners who came to draw his oil, he nevertheless took to modern inventions like a child let loose in Toyland, eventually had his palaces festooned with telephones and radios, his courtyards teeming with fleets of automobiles, including 20 sand-proof, peek-proof Cadillacs. equipped with electric fans, and a mahogany-paneled trailer, which boasts a throne room. He also acquired a DC-4, built to accommodate his custommade wheel chair.

In one of his rare, brief journeys from his homeland, in 1945, to meet President Roosevelt and Prime Minister Churchill, he sailed to Great Bitter Lake in imperial style on the deck of the U.S. destroyer Murphy, with his own tents, two of his sons, the royal astrologer, baaing sheep and dagger-bearing attendants.

By the Sword. Worried about the future of the empire he had pieced together, 1bn Saud years ago called his sons together, made them agree to recognize the eld-



SULTAN OMAR Philanthropic intent.



The Late IBN Saud Legendary prowess.

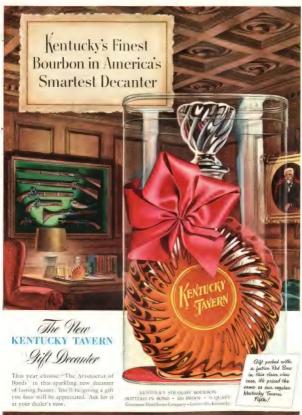
est. Saud Tho Abdul Asiz al Faisal al Sauda as his beir, instead of settling the succession—as he had—"by the sword: Recently, half blind, racked by arthritis and heart disease, the old King handed over many of his duties to Crown Prince Saud and retreated into one of his fabulous palaces at Tail, near Mecca. There last week, at 72, a fragile should be the word of the state of the second of the state of the second of the state of the second of th

BRUNEI

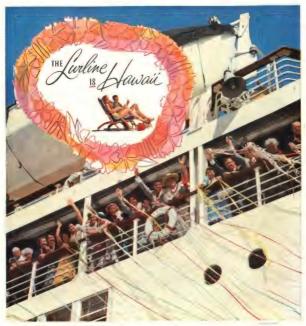
A Ray of Sunshine

On a faraway island there lives a young king with so much money that he doesn't know-quite-what to do. He is Omar Ali Saifuddin, 37, the benevolent Sultan of Brunei. A British protectorate, his small realm (2,226 sq.mi.; pop. 41,000) lies on the northwest coast of Borneo, and its money-about \$25 million a year-comes mostly from oil, Last summer Omar Ali Saifuddin decreed an ambitious welfare program costing \$33 million (Time, Aug. 31). But there was still a surplus. So the young Sultan cast a philanthropic eye on Malaya, a neighboring, blood-related British protectorate, which was bravely mopping up Communist guerrillas and was hard up for money owing to falling tin and rubber prices.

Last week Sultan Omar offered to lend the Malay Federation government a sum of about \$14 million, as a gesture of irrindship to a country which, he said, was "fasting our war against Communism of Kuala Lumpy, Malays's capital; "A ray of sunshine out of an overeast else," Unfortunately, Omar's generous loan will not come near covering Malaysa 1034 official, now estimated at more than \$50 official; when the sum of the malays of the sum of



For Those with a Flair for Better Living



Your Dream Becomes a Living Romance!

Cascades of color tumble from the deck. . , the serpentine breaks . , then, with Island songs voicing the promise of Hawaii, the LURLINE gently moves into the setting nur. The shore line disappears... and you soon discover Hawaii's special charm is everywhere on this lovely liner. You see it in the soft, strange beauty of the LURLINE... you sense it in the gaiety and friendliness of ship sports and parties,

Seeyour Travel Agent or any Matson Lines office: New York, Chicago, San Francisco, Seattle, Portland, Los Angeles, San Diego, Honolulu, And book round trip on the LURLING! of movies, dancing and relaxing with congenial shipmates . . . you experience it in the wonderful food and thoughtful service, in the luxurious comfort of your accommodations. In it all you see reflected over seven decades of Matson experience on the Pacific . . . and it's all included and twice enjoyed in your round-trip fare.

Madison Jimbs For the flows travel, the LURLINE. For the flows freight service, the mill.

ISRAEL

B-G Quits

"I cannot continue," wrote 67-year-old Premier David Ben-Gurion last week, "I cannot bear up any more against the mental strain that I suffer in the government . . For six years I have been working in a state of high tension . . . Mine is no central committee heard his letter read in silence, then his comrades begged him to reconsider. But B-G sat still and unmoving. A woman rose; she had lost two sons in the war to establish Israel. "If I gave my sons to the nation," she demanded "how can you consider abandoning it? His followers in Socialist Haifa angrily threatened to walk out on strike "unless the Premier stayed at his post.

For the first time in his life, though all Israel called, Ben-Gurion would not heed.



Ex-Premier Ben-Gurton & Wife
His comrades begged in vain.

He had never failed it before: he went to Palestine in 1906, a boy of 20 from a little Polish village, to help drain the marshes and plant the citrus trees of the promised homeland. To further the Zionist cause. he became an editor and pamphleteer, then a corporal in General Allenby's army, which liberated Palestine from the Turks in World War I. He helped found Histadrut. Israel's largest labor federation, and became Zionism's John L. Lewis; he headed the Jewish Agency, shadow government of the state-to-come, and became the Zionist George Washington, When the British mandate ended, he grabbed a gun, welded his people-who came from concentration camp, ghetto, bank, theater and factory-into an army, and gave them the first Jewish victory since Judas Maccabeus defeated the Syrian Nicanor 2,100 years before.

"Ben-Gurion was the flame." said an Israeli, "the other leaders are all moths." Israel's first and only Premier, Ben-Gurion treated his Cabinet like an impatient schoolmaster, required members to carry around the government's Four-Year Plan and invited them to ask themselves each morning what they had done

Year Plan and invited them to ask themselves each morning what they had done to further it. Amidst acclamation, he never played the hero's role. Evenings, he and his wife Paula (whom he married in Brooklyn) sat at the kitchen table eating a supper of sour cream, cheese, bread and shirt that is the unofficial uniform of the Israeli pioneer. Once he turned up at a Mapai meeting after a Soviet embassy reception, still clad in striped pants and morning coast, explained: "Please forgive

Last week Paula laid away his format clothes in moth balls. The white-haired old dynamo had run down; he was going back to the land, to the pioneer mothate of Sde Bolker in the Negeh. Israel's desert frontier, to live in a three-room wooden hut and resume his study of classical and Remissance pillosophy. Paula was not fleen to the planned to resume her old occupation and become the colony's nurse.

my working clothes."

EAST GERMANY Three Made It

In West Berlin one night last week, an unsuspecing German was sountering near a stretch of harhed wire that marked the barrier between the free and the Red sectors of the city. Suddenly two ranged, hagard and grim-faced young men popped out of nowhere, poked a pistol against the German stroller's chest. One of them rusped: "Take us to the American the Company of t

Thus ended a saga—replete with danger, death, bravery and suffering—that had begun four weeks earlier; it had echoed in shrill and mysterious announcements over the Communist radio and in

Originally, the three were five, all Czechsi two brothers. Clirid and Josel Masin, in their early 2013; 3 friend, Millia Baumer, 22, a millitary cadet; Zbynek Janut, 23, a factory carrier of the Janut, 23, a factory carrier of the Commercial Commercial

Five days later they had covered about a third of the distance on foot, living on apples and potatoes. They sold a silver cigarette case, a watch and two sweaters for train fare. At Uckro, only 40 miles from Berlin, they had their first gun fight with the Vopos (People's Police). "As we were leaving the station." Ctirad Masin recounted later, "Vopos suddenly con-

Still going strong!



the picture stays clear and steady!

The time will come contented owner, when you'll realize that your faithful Sentinel has, almost unnoticed, won your warm admiration and respect. Though you may have had your set for years, you find it still responds as if brand-new. That's because Sentinel TV is Picture-Sended TV. It means no flig, flap or flutter" on VHF or UHF, no matter where you live, penthouse or familiouse. And now a new "exclusive"—Picture Depth Control—brings realism almost beyond belief!

You'll prize Sentinel's clean-lined simplicity of design—and Studio Tone's full, rich sound gratifies even the critical ear.

Just 'phone your Sentinel dealer for a home demonstration! Sentinel Radio Corporation, Evanston, III.

Model \$22-CM illustrated, \$309 95 24-inch screen Choose from 23 models starting at \$179 95 *

*All Sentinel prices include Federal Tax and one year scarranty on picture tube and all parts.





If you've been handed the job of planning a sales convention. company dinner . . . or even a card party . . . don't panic! Relax. Take the problem to your Western Hotels Catering Manager. He is an expert whose specialty is ironing out the kinks, wrinkles and annoving details associated with such gatherings.

He will advise you on menus, seating arrangements, suggest those clever, important touches that turn a meeting into a special event! He takes care of extra tables, light cords, ash trays and invitations. Even weddings do not unnerve him-he will supply the cake, the flowers . . . and the

minister!

Trained for catering, he plans hundreds of such functions yearly. He knows the pitfalls and how to avoid them . . . what corners to cut if you have a tight budget. He'll help make your meetings more successful . . . a credit to your firm . . . and to you!

WESTERN HOTELS

S. W. THURSTON, President

Hotel, Seattle or 160 Central Park

South, New York City

LOS ANGELES, Mayfair SAN FRANCISCO, Sir Francis Drake Maurice

SPOKANE. Davenport

DENVER, Cosmopolitan

TACOMA, Winthrop WENATCHEE, Cascadian

BELLINGHAM, Leopold

WALLA WALLA, Murcus Whitman

BOISE, Boise, Owyhee

POCATELLO, Bannock

BILLINGS, Northern
PALM SPRINGS, Hotel The Oasis

DELEVATE TI THE MESTING

VANCOUVER, B. C., Georgia

PORTLAND, Multnomah, Bens SALT LAKE CITY, Newhouse

Benjamin Franklin Roosevelt, Mayflower

SEATTLE, New Washingto

Executive Offices: New Washingt

fronted us and asked for identification . . . My brother and I drew our guns and started shooting. Three of the Vopos fell, and the others fled, as did all the bystanders. Then we ran . . . Later we re-alized that Janata was missing. We heard from some East zone people that he had been arrested at the station.

Then there were four.

Fire in the Woods, Sixteen miles farther on, scenting danger (by then there was a price on their heads and 12,000 Vopos were looking for them), the Czechs hid in a haystack, foraging at night for food. One day they heard a man's voice: the man was saying that he knew the refugees were hidden near by and that he was going to inform the police. Then a woman's voice: "Why, for the sake of heaven above, do you want to do that? That night they moved on. A police

limousine and two motorcycles stopped on the road: the police opened fire as the Czechs ran into a patch of woods. The lights and combed it with machine-gun fire. Svejda was hit. The other three wanted to take him along, but the wounded man said: "Leave me here. Save

After that, there were three. Under the El. Less than 13 miles from Berlin, on a railroad bridge, the three got into another gun fight with police. Baumer was hit in the belly and groin-and later, in still another gun fight, in the hand-but was able to keep going. When they reached an outlying station of the city's elevated railway, Ctirad Masin, who hid under a car. made it to West Berlin in one jump. The other two got there safely a little later. Thus three brave men had outwitted and humiliated thousands of Communist police.



My Buddy

During World War II, pug-nosed, Australian-born Stanley ("Dayo") Davidson and scar-faced Dedan Kimathi served together in Ethiopia as members of the King's African Rifles. When the war was over. Davidson returned to bored peacefulness in Sydney, Kimathi, a onetime Kikuyu schoolteacher, went on to become the almost legendary "General Russia," fiercest chieftain of Kenya's bloodthirsty Mau Man terrorists. Early last spring, hungry for sport and

eager to renew old acquaintance, mustachioed Davo Davidson buckled on his two trusty .45s. polished up his long-idle automatic rifle, shipped for Africa and offered Kenya's British authorities his services for the capture of his old buddy. His only condition; that he be allowed to go after Kimathi alone, without benefit of British troops or native police. The authorities accepted the offer and wished Davo luck.

For four months after that the Australian prowled the jungles of Kenya night & day, picking his way alone through tangled underbrush, catching fitful respite in a sleeping bag from the cold of African



MAN-HUNTER DAVIDSON om returning . . .

nights, alert always for the animal and human enemies lurking in every shadow, Once he drew close enough to Kimathi to exchange messages on a forked stick left standing alone in a clearing, but the Mau Mau leader eluded him before he could draw closer.

One day last July Davo thought he had Kimathi cornered in a tent made of bamboo and skins in an Aberdare bamboo forest. Accepting help for once, he led a charge of African riflemen into the tent. A burst of submachine-gun fire caught him in the belly and the shoulder. Keeping on his feet only long enough to club his Mau Mau assailant (who was not Kimathi) to death. Dayo fell to the ground, He was rushed from the jungle to a hospital in Nairobi.

Last week, fit again, Davo Davidson sent his old acquaintance a message via government radio: "Greetings, Kimathi, I want you to know I have now left the hospital, I am returning to the Aberdares

to capture or kill you.

To save his pursuer undue trouble, Kimathi politely replied (in a letter to a local newspaper in Nairobi): "I shall be away from Kenya in November and December visiting Uganda, the Sudan and Egypt. After that, I attend a Pan-African conference in Lusaka, Northern Rhodesia, (Signed) Kimathi, Marshal and Commander-in-Chief. Defense Council, Land Freedom Army."

BURMA

Partial Cure

In the wilds of northern Burma last week. 148 Chinese officers and men. and two young wives, marched down a trail to a prearranged meeting point in a cleared space hacked out of the jungle.

Most of them were healthy and springlegged, though lear, but some had malaria. tuberculosis or hookworm. In the clearing they were met and saluted by members of a four-nation supervisory team—Siam. Burma. Nationalist China. the U.S. After medical examination, the first lot of exquees were flow to Formosa.

This marked a partial healing, which may become total, of a sore spot that has troubled southeastern Asia for four years; the presence of ,000 to 0,000 to 0,000 throm says 1,000 Nationalist Chinese troops says 1,000 Nationalist Chinese troops for the four years; the control of the four through through the four through the four

The commander of the 188 said that the remainder who would come out in the next three or four weeks were the real core of the fighting men, who still fell bound to of the fighting men, who still fell bound to government has ages. (Chiang Kaslenke's government has ages.) Spry, 20-year-old William J. ("Wild Bill") Donovan, wartime third of the CoS and now U.S. Ambasador to Siam, was on hand for the first process-the to the command of the c

INDIA Monkeyshines

Long before Darwin made the same claim for the whole human race, the fierce Dafia tribesmen of India's north-east frontier were proudly claiming descent from monkeys. To prove it, they wore false tails, swung happily among tree branches, screeched wildly in apelike imitation of Kipling's Bandar-log and grubbed under stones and logs for beetles

which they ate whole and kicking, Some British teaplanters found the Dafias' monkeyshines vastly amusing and rewarded them liberally with gifts of precious salt, clothes and trinkets. But British officialdom took a much dimmer view of the tribesmen whose moral code held that every young man should cut off at least one human head before he was fit to claim a bride. When, as they often did, the Dafias went on the rampage, looting, burning, raping and slicing off neighboring villagers' heads with one stroke of their razor-sharp daos (short swords), the British did not hesitate to discourage them with the full force of arms, even to the extent of bombing their villages. During the long years of British rule. India's peaceloving nationalists loudly decried such "British atrocities" and urged instead a campaign of loving kindness to win over

the monkey-loving head-hunters.
Solfing of Friendship. Last month the
Dafias were growing restive once again
over a fancied favoritism shown by the
Indian government in granting military
protection to their hated neighbors, the
Galongs. With the British no longer on
hand to practice their "structices". India
sent a detachment of 23 Assam Riflemen
into the Abort Hills to talk kinns over in a

TRADITIONAL AMERICAN FRIENDLINESS

Goes to sea aboard the s.s. Independence and s.s. Constitution





Friendships blossom in the many gay and intimate gathering spots like this Circular Lounge



Air Conditioning makes friendly indoor weather

87% rain-free days makes friendly Outdoor weather



AMERICAN EXPORT LINE

39 Broadway, New York 6, N. Y.

GREAT CRUISE OF 1954 — Mediterranean, Egypt, INDIA . . . 65 days . . 19,000 miles . . . s.t. INDEPENDENCE . . . Feb. 4 to Apr. 10 . . . from \$1,750.

INDEPENDENCE * CONSTITUTION To Gibraltar * Cannes * Genoa * Naples
EXCALBUR - EXCAMBION - EXCOMBION * EXOCHORDA To Barcelona * Marseilles
Noples * Alexandria * Beirur * Liskendrun * Latakia * Pirasus * Leghorn * Genoa

Feed your dog like this Dash-fed champion!

Champion Benbrook Trojan best Pointer at this year's Morris and Essex Dog Your dog, too, deserves Dash - to look and feel his



ASI is fortified with LIVER!

CONTAINS CHLOROPHYLLIN - Stops Doggy Odors



friendlier way. The Dafias welcomed the visitors and their 150 Galong porters with effusive cordiality and set to work clearing a wide space in the forest on which they could pitch their tents. The Indians met kindness with kindness and began passing out gifts of salt and medicine.

As the Indians sat down to lunch on the first day, ten fully armed Dafias came to the tent entrance protesting even further friendship and begging for more salt. An Indian sentry refused them entrance. but his commander. Major R. A. Singh. was so convinced of the tribesmen's lovalty that he urged them to come on in. Nine tribesmen marched into the tent. With one quick slash of his dao, the tenth turned and cut off the sentry's head.

Dance of the Dafias. At that, some 500 more Dafias came howling out of the forest to rush the Indian camp behind a sudden blizzard of poisoned arrows and long spears. Those inside the major's tent made short work of him and his fellows. while outside. Indian and Galong heads fell right & left. During the slaughter. three Galong porters managed to escape and carry news of the massacre to headquarters as the triumphant Dafias, holding the heads of their victims aloft, went into a wild dance of victory.

At week's end detachments of Indian riflemen and paratroopers with less friendly intent moved in on Dafia territory. The head-hunters offered a deal: to return each severed head for two wild bison, ten short swords and 60 yards of durable cloth.

PAKISTAN

Islamic State

When India and Pakistan became independent states in 1947, each inherited a bristling minority problem. Twelve million apprehensive Hindus stayed in Pakistan; 43 million Moslems stayed in India. The Indian Parliament guaranteed its minorities equality, and Prime Minister Nehru conspicuously appointed Moslems and Christians to his Cabinet. But Pakistan, in framing its own constitution last week, chose the dark path which might lead to theocracy and fear. The Constituent Assembly ruled that the nation should become "the Islamic Republic of Paki-(presumably within the British Commonwealth, like India), in which: No law "repugnant to the Holy Koran" may be enacted by state or local assem-

Only Moslems may serve as Chief of

I The state will make "the teachings of Islam known to people."

The Hindu members of the Assembly protested, then walked out, "We Hindus form about 14% of the population," said their leader, and the Assembly's bill "implies an inferior status for non-Moslems." In India there were demands that Moslems be subjected to similar treatment. But the prospects of Hindu agitation within their shaky state, and worsened relations with India, worried Pakistan's Moslem-Firsters not one bit. Pakistan means, literally: "The Land of the Pure."



they're instantly accepted everywhere. And they protect your cash

-quick refund if they're lost or stolen. Buy them at any BANK, Railway Express, Western Union offices. Only 75¢ per \$100.



100% SAFE-SPENDABLE ANYWHERE AMERICAN EXPRESS TRAVELERS CHEQUES

> THE BEST-KNOWN CHEQUES IN THE WORLD!



the STETSON is part of the man-of-decisions

Contract of Contract of the co





1378. Thomas Edison builds an electric motor for his Mealo Park "Express"... 1910. G.E. establishes motor loadership in the intent electric industry... 1923. G.E. adds 4 times more power per pointed as it develops ne





General Electric Announces...

A NEW MILESTONE IN MOTOR HISTORY

New **TRI & CLAD** motor climaxes 75 years of engineering leadership

The General Electric Tri/Clad '55' is an important milestone in motor history. For this is a completely new motor. Born out of thousands of engineering man-hours, the Tri/Clad '55' incorporates design improvements that go far heyond mere modifications. Many years of pure research the discovery of new, better materials, the knowledge of how to make better use of present materials, and improved manufacturing processes all make the Tri/Clad '55' motor the new leader in the motor field.

You as a motor user should take the opportunity to see and test this motor for yourself. Contact your nearest G.E. Apparatus Sales Office or G.E. Motor Agent and tell him you want to see the new G.E. Tri/Clad '55'. General Electric Company, Schenectady 5, N.Y.





DESIGNED FOR BETTER PERFORM-ANCE: Tri/Clad '55' has a low noise level ... runs cool ... gives up to 53% increase in shaft output per pound...has higher full-load speeds.



ENGINEERED FOR LESS MAINTE-NANCE: 10%-life tests (such as the one shown) prove the Tri/Clad '55' bearings last longer without regreasing than any other hearing system.



BUILT TO LAST LONGER: cast-iron strength . . . more fully enclosed dripproof construction . . . watershedding stator windings . . . polyester film insulation 8 times stronger.



THE GIFT INCOMPARABLE

America's Guest Decanter Now Festively Gift-Boxed



OLD FORESTER

"There is nothing better in the market"

THE HEMISPHERE

CANADA Beneficial Tax Cut

How can the government of a modern industrial nation increase its revenue? Fitnance Minister Douglas Abbott, whose conservative fixed policies have balanced Canada's budget for the past six years, is untarial of an ortholous answer: cut tax-untarial of an ortholous answer: cut tax-duced personal income taxes by 11% and corporation taxes by an average of 9% across the board. Last week, after the ludget had been in effect for a full six months, he proudly reported that govern—million over the same period last year.

The tax reductions apparently sent warming impulses throughout the entire Canadian economy. Abbott had forecast an Sti million surplus for the entire 1953-54 fiscal year. Actually, in the first six months, the surplus has already climbed to more than Soo million.

Student Raa

"What would he the reaction of Canadians." asked a Toronto Globe and Mail columnist last week. "If students at the University of Wisconsin draped themselves like the Ku Klux Klan, formed a procession and hanged and burned an effigy of Premier Leslie Frost, Prime Minister St. Laurent or George Drew?"

The newspaper had fixed its disapproxing glance on a Hallowen rag at the University of Toronto in which under-randuates staged a mock lynching and lurned U.S. Senator Joseph McCarthy in edity. Strouded in bed-sheet houds, the contract of honor had been hanged from a scaffold and put to the torch, speakers

denounced McCarthy's "terror tactics."

An outgrowth of days of bull sessions

on "McCarthylism". The demonstration vewcled mixed reactions even on the campus. When the student newspaper Variaty took a favorable stand, News Editor Paul Bacon resized. commentine: "I dislike Communism to the extent that I feel any measures directed against its destruction are latt." Variaty insisted. "The burning to the surface use of the most threatening movements of the postwar world."

Said the Globe and Mail columnist in an appropriate final word "Spare us any more of these symbols which evoke ... religious bigotry boll-weevil decadence and deprayed mumbo jumbo."

ARGENTINA

The Things They Say

In Buenos Aires, with its docile press, rumors are often the apéritifs and canapés that come before a feast of news. Last week Argentines were enjoying the headiest, spiciest assortment of rumors since last April, when President Juan Perón survived a crisis of bomb-throwing by his enemies. The choicest tidblits

enemies. The endetest utoritis of Before the month is out. Perin may declare an amnesty: free 120 publical may declare and the perin may declare an amnesty. The 210 publical was that opponents of the regime can share one-third of the seasts in Congress. Then elections will be called for April 1054. 9 At the same time, a Vice President, to replace Hortensio Quijano i who died more than a year rago, will be elected. Likely candidates: Foreign Minister Jeronimo Re-Aleiandro Giusvarini. Minister of Techni-

cal Affairs Raul Mende.

TIME of Your LIFE



Now is a most delightful time of the year to play golf on the famous BROADMOOR courses . . .



It's time to swim or just relax in the brilliant Colorado sunshine at the year around BROADMOOR Lake Terrace pool . . .

Call "TIME OUT" for a bracer holiday where every facility for sports or loafing awaits your pleasure. . . .

Write now for Brochure and available Reservation dates.

BRO2DMOO!

at Pike's Peak in the Rockies
COLORADO SPRINGS, COLORADO



Air view of BROADMOOR HOTEL America's most complete year around Resort.



TORONTO DEMONSTRATORS BURNING MCCARTHY IN EFFIGY
'Down with Joe!'

PEOPLE

Names make news. Last week these names made this news:

Worde-circling Vice President Richard Nicon roards into Hong Kong with an excert of twelve Royal Air Force Vampire ejest. Hong Kong roards hack with a 19-gun salute. Latter, in a police outpost only 200 yards from the Hong Kong-Red China border, the Vice President spotted a Communist flag lapping above the village Communist all alphing above the village over to the village for a quick look-see, but his guides discouraned him.

Autographing copies of his latest work. The Future of Architecture, in a Chicago bookstore. Architect Fronk Lloyd Wright, 3a, cast a cranky eye on his literary surroundings and snorted. "Books, books, books! Well. I suppose they're all right for people who have nothing to do."

After their official Navy sedan conked out. Chief of Naval Operations Admirol Robert B. Corney and the Pacific Fleet's commanding Admirol Folis B. Stump, on their way to a reception for Carney at Pearl Harbor, proceeded in a style to which they are unaccustomed. Hitchiker Carney arrived in a small British sports car, Stump in a half-ton pickup truck.

With a neat sense of poetic justice, the Berlin senate court confiscated \$1.480.95 from the estate of the top Nazi Jewhaiter, Alfred Rosenberg, put the money into a fund for the restitution of surviving Nazi victims.

At his home in Uvalde, Texas, former Vice President John Nance ("Cactus Jack") Garner, 84, who was once denounced by Labor Boss John L. Lewis as



John Nance Garner A wicked game.



RISE STEVENS A rush for the lobby.

"a whisky-drinking, poker-playing, evil old man," had his picture taken as he played a wicked game of solitaire without a poker chip or drop of bourbon-andbranch water in sight.

At a performance of Samson and Delilah in Miami, Soprano Risë Stevens's breathtaking Delilah prompted enthusiastic operagoers to rush to the lobby during intermission and rack up a new house record for the sale of binoculars.

Peeking over the wall of a villa near Cannes, the curious saw as squat, slowfooted man trying to absorb the Riviera sunshine through a heavy, fur-collared claimed himself an architect from Paris, wallowed in luxury amidat the pines. He had five cars and a awimming pool at his disposal, was guarded night & day by a dogs. The architect: Mauvica Thorex, siling boss of France's Communits Parry.

Dropping in for a half-hour's talk with President Eisenhower at the White House, ebullint Evangelist Bill Graham told Ike that people look upon the President "as a great spiritual leader more than a political leader." Thus, added Billy, "the nation is enjoying the greatest religious renaissance in history."

In Los Angeles, durable (49) Crooner-Actor Bing (Little Boy Lott Crobby was moaning low over a \$1.051.400 damage suit filed against him by three people who were injured last month in a dawn collision with Bing's \$2.230 Mercedes-Benz, Scoffing at a claim that he was drunk. Bing ticked off his liquor intake at a party he attended before the smashup: "Two Scotch and water drinks before dinner, champagne during dinner, two Scotches and water after dinner."

In a township in Gallia County, Ohio, Rio Grande College's Clarence ("Bevo") Francis, a towering (6 ft. 9 in.) athlete who was the highest scorer (1.954 points) in U.S. collegiate basketball last season, and a reward (or his sharpshooting; he was elected to the office of constable on 15

While Rito Hayworth languished at their home in Greenwich. Conn., her new husband. Crooner Dick Haymes, beset by nerves, alimony worries, a mountain of debts, deportation threats and high blood pressure. languished in a Manhattan hospital. at week's end shakilly headed home.

Fred M. Saigh, former owner of the St. Louis Cardinals baseball team, was paroled from the federal pen in Terre Haute. Ind. after serving six months of a 15month stretch for evading income taxes.

Nearly two years after he accused his wife Zato Zac Gobor of discarding him "like a squeezed lemon," Cinemactor George (Cull Me Madam) Sonders sued for divorce. He charzed that, among other of the Company of the Sato had left him "in a run-the suit, Zas Zas cried: "George never hought at icket or paid a hotel bill. He used my car, my house. This man didn't buy one hat for me . . . I din't even got an enzagement ring . . . I'm a nice lady think he's a gentleman !"

Mamie Eisenhower dropped in at the House of Mercy, a foundling home in the capital, and gave a grandmotherly hug to three-month-old John David, whose adoption by foster parents is pending.



JOHN DAVID & FRIEND
A grandmotherly hug.



The responsibilities of a man grow as his family's needs grow-even more so when the cost of living has gone up.

Unfortunately, many family men have failed to bring their life insurance protection into line with today's living costs. As a result, the average American family simply does not own enough life insurance.

Fathers, too, are worth more now

It's obvious that the worth of the family breadwinner has

gone up as the cost of his family's expanding needs has gone up. Falk this important problem over with a New England Mutual career underwriter. He will help you work out enough protection for your specific situation.

Life insurance is the average man's most valuable asset. Learn more about it by getting your copy of "Your LIFE INSURANCE GUIDE," a fact-filled book of practical infor mation. For your free copy, write today to Box 333-T-2, Boston 17, Massachusetts.

The NEW ENGLAND MUTUAL Life Insurance Company of Boston



THE COMPANY THAT FOUNDED MUTUAL LIFE INSURANCE IN AMERICA - 1835

SPORT

The Whammy

On the campus of the University of Texas at Austin last week, collegians braced themselves for an invasion from Waco. The strength of the invaders was fully documented: Baylor University's football team, made up of a jumbo line and backfield of brilliant performers, was unbeaten in six games, rated No. 3 in the whole U.S. Baptist Baylor, the experts agreed, had its finest chance in 20 years to win the championship of the Southwest Conference. Texas U. buffs were not dismayed. They passed the word: "Get out the red candles.

"The red candles" are the most potent whammy in Texas U. tradition-and nothing to be lightly invoked. Back in 1941, after some sorority girls got the tip from a fortune teller, red candles were lighted on the eve of the Texas A.&M. game, and Texas U. broke an 18-year jinx by beating A.&M. on the enemy's home field. In 1050. Texas broke out the red candles for the second time, and upset Southern Methodist, the nation's No. 1 team. And once more, last week, the red candles burned in campus store windows, dormitories, classrooms and even in a few faculty offices.

In Waco, Baylorites got wind of the news and launched a counter-whammy they bought up all the green candles in town and set them alight. Dr. William Richardson White, president of Baylor, a football hotblood himself, turned up at a feverish pre-game rally, reminded his listeners that Texas had spoiled Baylor streaks before, and promised: "This year it's going to be different."

On the football field at Austin at week's end. Baylor's backfield perfectionists (Waco nickname: the "Fearsome Foursome") put on an elegant demonstration of running, passing and blocking for each other. They also committed four fumbles (one each), all scooped up by Texas, and downs. Final score: Red Candles 21. Green Candles 20.

The Dwindling Undefeated

Notre Dame, aiming for its fifth national championship in ten years, almost misfired against fired-up Pennsylvania last week. Striking quickly. Penn scored in the first five minutes. Then Notre Dame's All-America Halfback Johnny Lattner (TIME, Nov. o) went to work, He took the next kickoff 92 yards for a touchdown, minutes later dashed 32 yards with a punt return to set up Notre Dame's second touchdown, in the third quarter scooted for 56 yards to set up his team's fourth score. In the final quarter, with Penn driving 71 yards downfield for the touchdown that would put it within one point of the Fighting Irish, it was Johnny-on-the-spot Lattner who made a diving interception of a Penn pass on his own goal line. Final score: 28-20.

Lattner's one-man show left Notre Dame as one of a dwindling number of major undefeated, untied teams. The other two: second-ranked Maryland, hard pressed in the first half, which finally overcame stubborn George Washington 27-6; and seventh-ranked West Virginia, which needed a fourth-quarter touchdown to

beat Virginia Tech 12-7. In the Big Ten. once-tied Illinois kept rolling toward the Rose Bowl by downing Michigan 19-3; in the Pacific Coast Conference. Southern California threw the Rose Bowl race wide open when it edged Stanford 23-20 in the week's thriller, with a field goal in the last 13 seconds of play.



Lieut. Colonel Harry M. Llewellyn. B.E. looks like Alec Guinness, talks like a Noel Coward character and rides a horse as well as Sir Gordon Richards. England's beknighted jockey. In fact, Llewellyn, an old steeplechaser, placed the annual 43-mile race over the toughest jumping course in the world. At Madison Square Garden last week, over a more sedate series of jumps. Llewellyn and his mount, a handsome, strapping (17 hands) bay gelding named Foxhunter, were star attractions at the National Horse Show. Foxhunter is the Man o' War of show

jumpers at an age (12) when most horses are just beginning to master the jumping facts of life. In a six-year career at the hedges and fences. Foxhunter has won more than 90 blue ribbons in international-jumping competitions, captured Britain's George V Cup three times, and placed twice in the Olympic games, a bronze (third) in 1948, a gold (first) in 1952. Foxhunter is, as Llewellyn lovingly

calls him, "a great athlete. Mutual Admiration, Foxhunter and Colonel Llewellyn appear to form a mutual admiration society. "We have a rapport, a liaison, don't you know." Llewellyn. He and Foxhunter have long 'conversations," one-sided, naturally, but Llewellyn insists that the horse understands. In the partnership, "Foxhunter is the senior partner," and does most of the work. Llewellyn's job: "To place him." i.e., pace the horse between jumps so that he will arrive at the proper take-off point.

Last week, hitting the take-offs with precision and soaring over the barriers with the grace of a Pegasus. Foxhunter & Co. topped all but one of the international competitors from Britain, Ireland, Canada and the U.S. for the Royce A. Drake Memorial Trophy. In the jump-off with some of the bars raised to 5 ft, 3 in. (Foxhunter has cleared 7 ft.), the partners again put on a flawless performance

Sense of Security. Next day Foxhunter & Co. came a cropper. Approaching a tricky triple bar, the colonel placed Foxhunter too far away ("It was my fault"). Foxhunter balked and the colonel took most of the jump alone. "Part of the game, don't you know," said Llewellyn. ruefully rubbing his swollen face. (As part of the game. Llewellyn has taken seven spills in seven years that have been bad enough to cost him a whole upper front plate each time.) Reluctantly-but sensitive to Foxhunt-

er's innermost feelings-the colonel withdrew his star temporarily. "He's lost his sense of security . . . Psychologically. he doesn't like jumping indoors." Added Llewellyn: "I'm very fond of that horse, and I hate to show him where he doesn't display his regal splendor.'

* A jumper does not usually reach his peak until



COLONEL LLEWELLYN & FOXHUNTER AT NATIONAL HORSE SHOW After a one-sided conversation, a flawless performance.

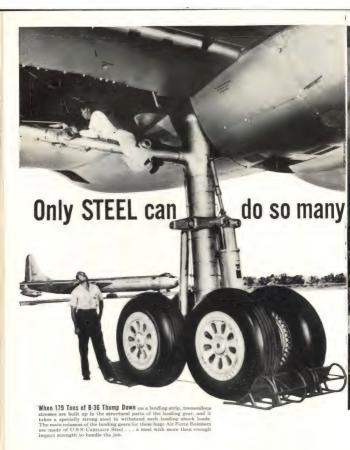
The New KNIT-TEX.

the topcoat you can wear nine months of the year



THE HOUSE OF WORSTED-TEX

Makers of WORSTED-TEX® . TROPI-TEX* . KNIT-TEX* . WINTER-TEX* . SPORTS-TEX®





Safer Air Travel is ours, thanks to giant radar antennas like this that figure importantly in the ground-control approach systems at many airports. Made of tough, long-lasting stainless steel, the antenna shown here is corrosion-resistant, strong, will retain its crittal shape. Only steel can do so many jobs so well.

jobs so well





Eys-level Oven. That's the new trend in kitchen planning... as sparate built-in eys-level oven that makes the handling of heavy coasts and fowle easy. Made of glesming, correation-resistant U.S-S Stainless Steel outside, with interior of light gray porcelain enamel, this eys-level oven is a major factor, home economists asy, in improving kitchen efficiency.



A New Television Program, featuring the greatest stars of stage, screen and TV, and produced by The Theatre Guild, brings you a full hour of dramatic entertains you a full hour of dramatic entertains you as coast-to-coast ABC network U.S. Steel hopes you enjoy this program. See your local newspaper for time and station.

Power Line Under the Ocean. Here you see the shore anchorage of 4 miles of submarine cable being laid on the bottom of the Gulf of Macico to bring power out to san where off-shore drilling rigs are searching for pressua out. The special non-lended some 2500 horsepower to the drilling platforms, wardesigned and made by U.S. Steel. The cable contains 3 pairs of telephone were for rigit-sobore communication.



UNITED STATES STEEL

This trade-mark is your guide to quality steel



Sylvania offers you the only Guaranteed Fluorescent Lamps!

Sybania Fluorescent Lamps contain STABILIZED PHOSPHORS ... an exclusive coating achievement enabling the lamps to now provide a longer-lasting brightness than they ever did before. This actually amount to a "Bonus of Light" worth more than the cost of the lamps themselves. That's why only Sybvania cover its lamps with this money-back guarantee. Let us tell you more about this latest Sybvania engineering advancement. For the complete story write Sylvania, Dept. 31-1011 or call your Sylvania representative.

Try 24 Sylvania Fluorescent Lamps of any popular type. It. In your opinion, they don't also more light and maintain color direct more light and maintain color direct brand, and them back with a soften brand, and them back with a soften direct Cettificate of Assurance a your money will be refunded.



THE PRESS

Paper for Sale

The Los Angeles Daily New (circ. 18843) was not block. As the only Democratic daily among Los Angeles Wee, the News and its advocates have free the News and the advocates have been considered to the News Angeles and the News Angeles and the News Angeles Angeles



PUBLISHER SACKETT

One name too many.

the News. Sackett paid down a Sazacodeposit and got the signature of News of the Sagarature of News. The News of the paper. To meet the terms of the contract. Sackett must, among other proxisions, pay \$\$50,000\$ by the end of this year. Publisher Sackett, 51, may have reuble meeting the bin as an eccentric individualist who alternates between periods of money-making journalism and pie-in-the-sky newspaper deals. Last week, in the wake of his latest deal, the Seattle has fine the second of the second of the Sackett has fine the sackett said.

Sheldon F. Sackett, said J. W. Miinturff, the head of the law firm, lately changed his ways and his corporate name to Sheldon Fred Sackett, "We loved Sheldon F. Sackett, but we cannot live with Sheldon Fred Sackett."

The Sackett the lawyers loved built his Coos Bay Times (circ. 8.930) into a daily that nets close to \$75.000 a year and has



* Magne-Traction is the permanent track-gripping power that only Lionel locos have. Built-in...can't wear out!

LIONEL TRAINS



SPECIAL BIG-3 OFFER! ALL FOR ONLY 50% POME MEN TRACK LAYOUT PRINTING AIT PLUS SET OF EIGHT FULL-COLOR BILLBOARDS WITH THE NEW 1953 LIONEL CATALOS... 40 PAGES IN FULL COLOR!

LIONEL TRAINS.

P. O. Box 9, Dept. XX, New York 46, N. Y.

I enclose 50 for Big-3 Coupon offer above.

10s for Catalog only.

Name	 	
Address		

TIME, NOVEMBER 16, 1953

"Make friends with MARTELL (ognac"



The World's Most Cherished Liqueur Cognac

"Cordon Bleu"

The magnificent bouquet, smoothness and taste of Martell "Cordon Bleu" have long made it the connoisseurs' choice. Here is definitely the de luxe after-dinner liqueur Cognac,



a brand-new plant. From his publishing earnings Sackett has also picked up control of two money-making radio stations. and now has an option on a TV station in Vancouver, Wash, as well as the San Lean-

dro. Calif. daily News-Observer (5.473). In periods of expansiveness, Sackett has been known to roam the coast picking up options to buy papers as lightly as he tosses off philosophic oratory from William James, Santayana or John Dewey. Six years ago in Seattle, he announced he had bought the ailing Star, hastily pulled out, leaving an option behind when he could not meet the purchase price. Where Sackett hopes to raise the money to buy the Los Angeles News is his secret. But News Publisher Smith, who will get \$25,-000 a year for seven years as a part-time "adviser" if the deal goes through, is hopeful. Says Smith: "As far as I and my associates know, he is an entirely honorable man, albeit perhaps eccentric . . . hope this will go through because Sackett's plans to run a liberal progressive newspaper make him sound just like the man we have been looking for."

A Source of Trouble

In discussing in Parliament last week Anglo-American relations (see NATIONAL AFFAIRS), Conservative M.P. John Jacob Astor pointed to one major source of trouble that he could speak about with authority. Said Major Astor, whose family controls the London Times and Sunday Observer: "I should like to draw attention to . . . the completely inadequate space which the British press and the BBC give

to American news, Although I appreciate that we have much less space than have the American papers, I believe those responsible for the press in America serve their public a good deal better than the press serves its public here in this respect. "When one considers the importance of

Anglo-American relations, and then looks at the . . . space it gets either on the BBC or in the daily papers, one cannot help thinking that those responsible are not doing justice to the British public,'

Home-Town Daily

On her bedside table at a rundown Cleveland rooming house, a friendless old woman scrawled a note just before she died: "The only thing I own is my dog, Please take it to the Press. Ask them to find a home for it. I know the home they find will be a good one." Such confidence in the Cleveland Press (circ. 310.858) is neither misplaced nor unusual. Seven out of every ten people in the Cleveland area, boasts the Press, read the paper. Politicians curry its favor, mothers raise children from booklets on child care supplied by the Press, teen-agers dance at its free parties, and every year hundreds of oldsters (decked out in boutonnieres and corsages provided by the paper) celebrate their soth wedding anniversaries at a party thrown by the Press. The Press puts its relationship with its readers "Four members in your family? There are five. The fifth is the Cleveland Press.

Last week the Press, the oldest and one

Make friends with



The World's Renowned "All Purpose" Cognac Brandy

"Three Star"

Martell "Three Star" is a versatile and congenial Cognac, superb in a highball, cocktail, or for after dinner. The choice of generation after generation throughout the world.

A Great Symbol



Imported by PARK & THEORY DISTRIFRS CORP., NEW YORK - 84 PROOF

TIME, NOVEMBER 16, 1953

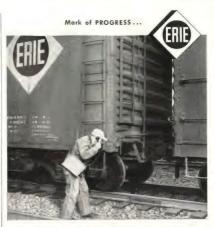
of the most successful dailies in the 15paper Scripps-Howard chain, celebrated its 75th anniversary in real family style. All Cleveland was invited to the party in the city's biggest auditorium, where Toastmaster General George Jessel Jed an array of stars in a "Salute to Cleveland." Throughout the week visitors streamed through the paper's ged plant (to be replaced by a lake-front building; and tribures poured in from all over the vorled. Olisis' Governor Frank Lausche, "a good deal of the credit goes to this worthy and distinguished newspaper."

Heard Around Town. If the Press itself has grown great, a good deal of the credit goes to the paper's bouncy, bantam-sized (5 ft. 5 in., 128 lbs.) editor. Louis Seltzer, who started on the Press at 18 as a police reporter, and at 56 is Cleveland's leading citizen. Even the rare Clevelander who



EDITOR SELTZER
An extra member for every family,

No one listens to the Prests more respectfully than state and city politicians. Frank Lausche, whom the support of the Prest arised from municipal judge to mayor to governor, recently offered Editor Setter the late Robert Taff's Senate seat, but Seltzer stepped saide for Cleveland's Mayor Thomas Burke. Then the Prest set about electing a political unknown. Anthomy J. Celebraeze, to Burke's Job. Last for the Prest set of the Prest set backing, was elected with one of the biggest majorities ever won by a Cleveland



Fast talk for the engineer's ear

We are taking you behind the scenes to show you how Erie uses modern walkie-talkie radios to speed up freight train operations.

When a freight train stops for any reason, or where switching is necessary, instant contact with the locomotive engineer (often a mile away on long trains) cuts delay and helps on-time performance. Portable radio-telephones represent another Eric investment in better service for shippers.

More walkie-talkies are being added to supplement Erie's 4-way radio-telephone system, which now covers the entire main line between New York and Chicago—the most complete installation of any railroad anywhere.

Add it all up and you have another example of Erie's progressive railroading designed to give shippers the best in safe, dependable transportation. For your next shipment call your nearest Erie representative, and "Route it Frie!"

Erie Railroad

Serving the Heart of Industrial America





Phi Bates

by the College

Advisory Board

Quality leathers and painstaking workmanship are yours in every rich-looking pair of famous Phi Bates. Approved for style by college men - Phi Bates are worn by fashion-minded men of all ages. These handsonse Phi Bates give you luxury in everything but price! Most styles \$11.95 to \$17.95



Exclusive comfort feature -"SLIPPER-FREE WHERE YOUR FOOT BENDS"

WEBSTER, MASSACHUSETTS BATES SHOE COMPANY.



Companion instrument to The World's Finest and Costliest Pianoforte The Moderne-smartest example of contemporary piano styling. Simplicity of line and detail enhance the well tailored appearance of its smooth chony finish accented by touches of glenning chrome. At finer music salons throughout the country.

MASON & HAMLIN, Division of Aeolian American Corporation, East Rochester, N. Y.

mayoralty candidate. Leading an unknown into office is also smart promotion: a rising public figure becomes known as the "Press candidate," and readers look to the paper for news of his career. But even that the support of the Press is not irrevocable. The Press may turn on its favorite politico in a flash and expose his misdeeds in blazing Page One stories. The Press's rule for measuring the worth of a public official: Is he good for 1) Cleveland and the Press? 2) Ohio? 3) the nation?-in that order. The city's streets are decorated with monuments to the Press's own benevolent attitude toward Cleveland. everything from a birdhouse at the zoo to Sto million throughway

No Brass Polish, The Scripps-Howard brass do not care too much for the Press's habit of not running the chain's canned editorials and features, ignoring advice on make-up, etc. But no one would think of interfering with Louis Seltzer's successful operation. Every day he holds a meeting at which rotating members of his 160-man editorial staff (including office boys) speak their minds. He is lavish with his praise when he thinks a story has been well done (although he is inclined to let subordinates do the dirty job of bawling out errant staffers). Seltzer still moves through the city room at a lope, prankishly snaps reporters' suspenders, has been known to box them playfully across the ears with a tightly rolled copy of his competition, the Cleveland Plain Dealer (circ. 285.540) or News (circ. 145.258). And his office is always open to a stream of readers who want the Press to do something about something. "We try." says Louis Seltzer, "to keep this paper as close to the people as is humanly possible. That, I believe, is the salvation of newspapers in a fast-changing world."

Pay Dirt

For the annual meeting of the Associated Press Managing Editors in Chicago last week. U.S. sports editors made up a list of the ten tiredest clichés used in sports writing. The winners in order mentor" (usually "cagy" or "genial"). "inked pact." "pay dirt." "circuit clout." "gonfalon" "roaring back or out or from behind," "outclassed but game" (with numerous variations), "clobber," "grid ders" and "cage or cagers

No sooner had the A.P.M.E. announced the list than the Chicago Tribune came to join in sneering," said the Trib, "bu .. from long association with the 'sports fraternity' (no mean cliché itself), we feel that the eminent editors have oversetting the teeth to grinding . . . The use of 'bubble' for error has a high rasping content, while Senior Circuit' for American-or is it National?-League has a suggestion of pomposity, like an over-Other Trib selections: "hits the hoop (for shooting baskets), "squared circle" (boxing ring), "spouted claret" (bleeding), "comeback trail."



"Nationals return us 100% a year on our investment."

-THE WHITE MOTOR COMPANY, Cleveland, Ohio

"White Trucks have gained a worldwide reputation as precision tools of transportation.

"We apply the same precision yardstick in our accounting department, and look at our Nationals as precision tools of accounting production that have returned us their purchase price every year in savings

"Their efficiency and flexibility are remarkable. The ease of training operators is important to us, too. And excellent service, year after year keeps us thoroughly sold on the time- and cost-saving advantages of our

Nationals."

JOBS HANDLED: Wage Accrual

Payroll

Labor Distribution Tax Reports

Accounts Payable Accounts Receivable Actual Job Cost Posting Credit Union

In all sizes and types of business, Nationals save. They do up to 3 of the work automaterally, operators cannot do wrong. Operators are happier, too, because they accomplish their work more easily. Your



THE NATIONAL CASH REGISTER COMPANY, DAYTON S, OMIO





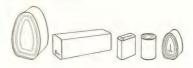
YOU'RE RIGHT IN LIKING CANNED MEATS

Canned meats preserve all the quality and quantity of their original fresh-meat proteins. That's why they are so good for you.

And they're as tasty as they are nourishing. Today you can buy a wide variety of meats in cans, as well as meat dishes like spaghetti. At last count, Continental was making containers for 37 delicious meat products.

Our interest in meats, however, goes far beyond their packaging. For example, Continental scientists and engineers hastened
the development of hunchcon meats, which are the best-selling of
all canned meats. They helped develop and were the first to give
the meat industry the miniature, pear-shaped ham can, together
with a new packing process that makes refrigeration unnecessary.
One of our continuing laboratory projects is aimed at determining
ideal meat-processing times and temperatures for the guidance of
our customers.

Americans like canned meats so well that last year more than one and a quarter billion pounds of meat went to market this convenient way, and, of course, a great share of the meat cans used were made by Continental.





















Quality...quarded for 326 years...



The changing of the guard at historic Edinburgh Castle ... one of the unchanging traditions of Sovoland.

Another... the unvarying flavour and greatness of the first Scotch whisky—from the House of Haig. Famed for 326 years, it is today unchanged in a changing world.

Don't be Vague... say

Haig & Haig

BLENDED SCOTS WHISKY, 86.8 PROOF . RENFIELD IMPORTERS, LTD., N. Y

EDUCATION

Nothing Less Than Failure

The U.S. public schools, says Historian Arthur E. Bestor of the University of Illinois, are now in the hands of "a narrow group of specialists in pedagogy | who are l utterly devoid of the qualifications necessary for the task they have undertaken." In a new book. Educational Wastelands (University of Illinois; \$3.50). Bestor, a liberal arts scholar, summons his colleagues to take over the schools once again.

However great their contribution to pedagogy, the specialists are slowly throttling the intellectual content of the schools. "As a result . . . the schools are being more and more divorced from the



HISTORIAN BESTOR Knowledge comes before know-how.

basic disciplines of science and learning. Intellectual training, once the unquestioned focus of every educational effort, has been pushed out to the periphery of the public school program. Into the vacuum have rushed the 'experts' from state departments and colleges of education: the curriculum doctors, the integrators, the life-adjusters-the specialists in know-how rather than knowledge.

The Babble, These people, says Bestor, not only shun knowledge; they often seem to despise it. "There is an antique play on words that still seems to tickle the fancy of professional educationists. 'We do not teach history,' they say, 'We teach children." Instead of subject matter, they babble about the "real-life" needs of children. They talk on and on about the "problems of high school youth" (e.g., "the problem of improving one's personal appearance . . . the problem of developing and maintaining wholesome boy-girl relationships"), and they put these in the place of the traditional learnings, which they regard as "academic" and "aristocratic.

Indeed, "up-and-coming public school educationists are not talking about substituting one scholarly discipline for another . . . They are talking-as clearly as their antipathy for grammar and syntax permits them to talk-about the elimination of all the scholarly disciplines.

The Ostrich Way. As might have been expected, "the classical languages have virtually disappeared from the high schools." Worse still, "the modern foreign languages have been buried alive with them in a common, unmarked grave . . . Meanwhile, the U.S. Office of Education smugly reports that "percentage enrollments in algebra, geometry, physics and Latin have shown progressive decreases

. since 1915. Says Bestor: "It is a curiously ostrichlike way of meeting life needs to deemphasize foreign languages during a tension, and to de-emphasize mathematics at precisely the time when the nation's equation E=mc1

All the talk about "life needs," adds Bestor, is making the whole school system look ridiculous. "Besides being ineffective, formal instruction in trivial problems of vocational or personal life is dangerously miseducative in its effect. It generates in the student the belief that he cannot deal with any matter until he has taken a course in it. Timidity, self-distrust and conformity are pathetically evident among the graduates of American teacher-training colleges . . . for many of these poor souls seem to doubt their ability even to open a school-room window until they have been told in a textbook . . . how high it should

The Mediocre, Not only should standards be stiffened all along the line and teacher training overhauled, but educational policy should once again be made by "the learned world as a whole . . .

"A citizen today needs an education, not a headful of helpful hints . . . The men who drafted our Constitution were not trained for the task by 'field trips' to the mayor's office and the county jail. They were endowed with the wisdom requisite for founding a new nation by liberal education . . . Until public school educationists acquire . . . sufficient intellectual humility to accept the guidance of past experience and of the considered judgment of the modern learned world. no amount of financial support can possibly raise our schools above mediocrity. And mediocrity, given the possibilities which America offers to public education. is nothing less than downright failure.

How to Attract Teachers

The shortage of teachers has reached such a point that the profession would need a half of every college graduating class from now until 1960 to take up the slack. Can communities do anything to

TIME TO DO SOMETHING ABOUT YOUR

POSTURE? MODEL 66

Much of the way you feel at the end of the day depends on the way you're seated. And it's no secret that the right chair can encourage better seating habits. The Harter 66 is that kind of habits. The Harter 66 is that kind of chair. Easy but precise adjustments fit it exactly to you-give support and comfort. Yes, comfort of deep, molded

Upholstery in your choice of fabrics, leather or plastic, and fine steel con-struction fit the 66 for the finest office.

Write for informative 16-page book "Posture Seating Makes Sense." We'll send name of your nearest Harter deal HARTER CORPORATION 1103 Prairie St., Sturgis, Michiga





ng's own feasting, a magnificent Forst Catsk lountain Smoked Turkey. A never-in-he-fullen A never-to-be-for them over fragrant applewood embers ole smoked turkeys range from 8 to 20 lbs. (net

All ready to slice and serve. Price of \$1.70 per lb. includes delivery charges, beautiful, festive gift wrapping. Order today, solve all your Christmas gift problems the



THE FORSTS ROUTE 321 KINGSTON, N. Y.





SEND FOR FREE RECIPE BOOK - NATIONAL DISTILLERS PRODUCTS CORPORATION, DEPARTMENT T-113, BOX 12, WALL STREET STATION, NEW YORK S, NEW YORK

help in the recruiting? Last week, in a special guide (How Can We Get Enough Good Teachers?), the National Citizens Commission for the Public Schools gave some hints, collected from towns, counties and states all over the country. Items: ¶ The education committee of the states and states all over the country.

¶ The education committee of the Illinois State Chamber of Commerce goes about the job by advertising. To 875 schools and colleges, it has mailed 4,000 posters dramatining the "opportunities of a teaching cateer." It has also sent out ates, has encouraged local chambers to asked the sent of the sent of the sent of the ward education scholarships. In the last three years, freshman enrollments in education have steadily climbed: "In 1952, they were 21.7% higher than in the previous year."

In Minnesota, a Minneapolis citizens' committee prepared a brochure called "Career with a Future" and sent it out to high-school students. One result: freshman enrollments at Moorhead State

Teachers College in 1953 went up 40%. Connection thas adopted a plan to the recruit liberal arts araduste. Instead of going through the usual pedagogical treadmill. candidates can take one special two-month course to earn a one-year emergency certificate. Today, says the commission, Connection thas "become one of the few states nearing a balance of elementary teacher supply and demand."

¶ Kanasa started a plan to re-employ teachers who had quit or retired, in 293 succeeded in recruiting, 400. Montgomery County, Mch. has a special twelve-week refresher course in education for the same upurpose, has so far been able to reclaim between 50 and 87 good teachers a year. 40 To make new teachers feel at home. Portland, Ore, has a special welcoming program, A housine office movement.

§ To make mo o' good reletter's yellow for the control of the cont

Report Card

Plan of the week: a Pope Pius XII memorial library, containing in microfilm the 50,000 manuscript volumes of the Vatican, to be built at a cost of between \$4,000,000 and \$6,000,000 on the campus of St. Louis University.

¶ Appointment of the week: Douglas M, Knight, 32, to succeed Nathan Pusey as twelfth president of little (800 students) Lawrence College in Appleton. Wis. A Yale Ph.D. and authority on Alexander Pope, Knight Joined the Yale faculty in 1940, rose to become assistant professor of English. With his new appointment, he can expect 10 go after in the academy Borney Borney M. Wriston, president of well-eya University, John S. Millis, president of Western Reserved and Pusey, now president of Western Reserved and Pusey, now president of Western Reserved.

SCIENCE

Macromolecules & Phase

This year's Nobel Prize in chemistry went to Hermann Staudinger, 72, of Freiburg. West Germany, who is considered the father of the study of macromolecules. When he started his work, contain large groups of atoms, but these were considered mere mechanical clumpings of smaller molecular groups. Dr. Staudinger showed that they are true housed to be the contained of the contained

Out of this discovery grew such great modern industries as plastics and artifiGermany in 1932, he was told: "It is impractical, and if it were not, we would have produced it already." But when U.S. troops reached Jena in 1945. they found micropictures taken with Dr. Zernike's system. Since then it has been adopted by laboratories all over the world.

Penelope's Secret

For six years the earnest curators of New York's Broux Zoo have busied themselves with the delicate problem of platypus family life. Platypus reproduction is a baffling business, for platypuses are not quite mammals. Their blood is warm and they have mammal-life fur. but they lay







CHEMIST STAUDINGER
PHYSICIST ZERNIKE
Order in the large, visibility for the small.

cial fibers, as well as new understanding of the way that nature builds the complex compounds in living organisms.

Dr. Fritz Zernike, 6x. of Groninnen. The Netherlands, won the Nobel Ptrae in physics for his invention of the phase centrast microscope. Ordinary microscopes work by shooting light through the objects to be examined. If some of the light is absurbed or reflected, the object shows up as a drak rear against a bright background. The trouble is that many microscopic things, especially living cells and organting the properties of the properties of the Unless they are stained, which generally kills them, they do not show up well.

Dr. Zernike's microscope works on a different principle. The material in even the most transparent organism generally differs in density from the fluid around it, and light travels at slightly different speed through materials of different density. The phase contrast microscope contains represent the property of the phase contrast microscope contains ference visible. Transparent amoebae and bacilli, unstained and still kicking viscrously, show up well in its fluid.

When Dr. Zernike took his invention to the great Carl Zeiss Works at Jena. soft, reptile-type eggs about \(\frac{1}{2} \) in, long. From the eggs hatch blind, hairless little "larvae" that nurse by licking milk from their mother's mammary pores. Only after several months do they frisk out of their burrow as furry platykittens.

Been in their institute Nutratian, only one playtype couple [Jeck and Jill I have bred in capitity, and they produced only one offspring. But the Emona curators were not discouraged. When they got three live playtypues in 19,7 (Thate, June 9, 1947), they devised elaborate plans for breeding the two females. One of the three Betty, died of a cold. But Penelope and Cecil, died of a cold. But Penelope and Cecil were granularly to the alternative theory of the contract of the c

an indoor platypusary.

Evasive Toctics. They both seemed happy in a proto-mammalian way, but the curators were ambitious for them. On a warm spring day in 1951, they placed Cecil in Penelope's half of the platypusary. As soon as see saw him, she took exastive tactics, dashing, into the water, rolling over and over and seratching furfously







VICEROY



with all of her 20 sharp claws. Cecil seemed interested, but decided that he was not welcome. He made no overtures.

The same routine was repeated in the sering of 1925. But last June, Penelope seemed to be in a more securible assould When she scratched limitly at the swant-was the security of the security of the security of the current shappily lifted Cerli over the barrier. Nothing over twas observed, but Penelope was no longer evasive and the two platysuses seemed to get alon nicely. When the curators provided her with euca-platysus sleaves. Penelope took them into their breeding nests out of just such leaves, the currors green beginning the seems the current seems of the seems the current seems of the seems

On July a Penelope retired to her burrow and did not appear again for six days. She ate an enormous meal and popped back again. The curators hovered around.



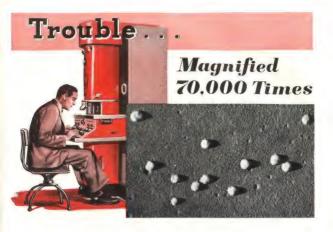
PLANNER & KEIPER Deceived by the leaves.

smiling at one another like fond godfathers. All the signs pointed to platypus eggs. perhaps even hairless platypus infants wriggling in the nest.

Eeting for Iwo, Then came long and anxious watting while the presumed young platypuses: passed through the nursing stare. Penelogie kept her own council, but she seemed to be eating for two or more. Huse quantities of worms and larvae disappeared into her dark buil. Her offserline more milk. According to the schedule worked out in Australia: they should come into the outside world after; tz weeks.

Sixteen weeks passed. The weather in The Brona grew could; the fouldy expectant trustors grew worried. At last they decided that they should wait no longer. Last week, working carefully with small trowsels under the eyes of 50 newspaper reporters and photographers, they dug into found a network of burrows; they found Penelope. But they found no leafy nest and no platykittens.

Penelope had apparently had a false proto-pregnancy.



You are looking at a collection of incipient aches, pains, sniffles and fevers—plus a number of other symptoms, all unpleasant...often serious...sometimes fatal.

THOSE tiny, harmless-looking fluff balls are particles of an influenza virus, magnified 70,000 times by an electron microsopee, the most powerful means ever devised to bring Nature's hidden mysteries to light. Used to identify and study such virus strains, the electron microscope helps medical scientists check the ravages of deadly forms of influenza virus.

With the help of Mallory Capacitors to filter the flow of current in precision controls, the microscope magnifies up to an incredible 300,000 times. It opens whole new fields in bacteriology, chemistry and metallurgy. THE electron microscope is an example of the use of a precision-made Mallory component in equipment where dependable performance is basic. This is why you find Mallory components in such diverse products as factory instrumentation controls . . . guided missiles . . . your automatic washer . . . that TV set of yours.

Mallory products have a reputation for dependability under the most trying conditions. Within the range of Mallory activities in highly specialized fields of electronics, electrochemistry and metallurgy, Mallory precision products have solved innumerable problems. Perhaps Mallory engineers can do a similar job for you. Why not consult them.





We sponsor this series of advertisements about the Traffic Manager and his job because we believe the Traffic Man is management's answer to better and more economical movement of material.

Chesapeake and Ohio Railway, Terminal Tower, Cleveland 1, Ohio



The Traffic Manager helped light this smile

It was he who found a way to deliver new bicycles shiny and unscarred.

For many years it was the custom for all bicycle manufacturers to ship their product in an ordinary wooden crate. For years a very high proportion of these bicycles reached their destinations with scratches on their shiny enamel.

Now, as everybody knows, a bicycle is just about the most important thing in a youngster's life. It has to be perfect. He wouldn't accept damaged goods, and so quantities of shiny new bicycles started life as mark-downs with a heavy loss to merchants and carriers.

Enter the Traffic Manager

It was the Traffic Manager for a large merchandising chain who at last got tired of the monotonous filing of claims against the carriers for bicycles damaged in transit. Working with the container manufacturers, a bicycle carton was developed which effectively protected its contents against damage. The Traffic Manager instructed his suppliers to ship all bicycles in the new type container. Damage dropped to almost nothing. The difference was so startling that in a short time the entire bicycle industry had changed to the new packing method.

Millions of Dollars Saved

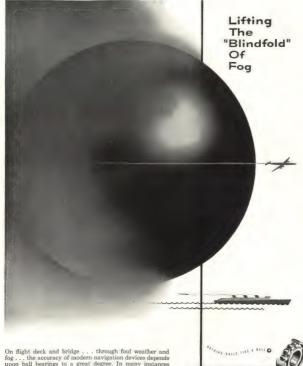
The new carton also packed to advantage so that more bicycles could be shipped in a car. Based on this heavier loading, plus the sensational reduction in damage claims, this same Traffic Manager negotiated a reduced freight rate. As a result of this man's initiative the bicycle industry, its customers and the carriers have saved millions of dollars, and millions of happy boys and girls have proudly ridden unscratched bicycles—unscratched, that is, for the first few hours they owned them.

Industry is filled with such stories of the savings that have been achieved by Traffic Managers who have had the imagination to discover the better way—and the authority to do what they saw needed to be done.

As one of the great carriers of merchandise freight in the country, the

Chesapeake and Ohio Railway

is vitally interested in any plan that will move more goods, more efficiently



On flight deck and bridge . . . through foul weather and fog . . . the accuracy of modern navigation devices depends upon ball bearings to a great degree. In many instances they are New Departure ball bearings . . providing ultraprecise support and perfect alignment for vital moving parts. Whether it's instruments or implements . . . cars or con-

Whether it's instruments or implements . . . cars or conveyors . . machine tools or textile machines . . there's no "fog" around the fact that New Departures make possible longer life of the equipment, less maintenance, greater accuracy and better design.

Call in a New Departure sales engineer for all application advice. He has the industry's finest facilities back of him.



MEDICINE

One Millionth of an Inch

In all the years that medical researches have been studying and describing the virus of poliomyelitis, they had never seen the critter. Now, two teams of investigators working independently have isolated the virus, looked at it long and hard under the electron microscope, photographed if and measured it. It turns out to be a popular particle almost exactly a military of the properties of

The reason for the long delay in completely isolating the virus was the difficulty



POLID VINES LANSING



Polio Virus. Brunhilde At last, a long, hard look.

of separating it from the substances in which it grows. Until recently, a relatively "pure" preparation was only 1% virus and 90% "gunk."

Two biochemists at the University of California, Drs. Howard L. Bachrach and Carleton E. Schwerdt. did it the hard way. They gree polio virus of the Type III or Lansing strain in the nerve tissues of rats, and got the concentration up to arts, and got the concentration up to aris, and the concentration of the concentration of the concentration of a million the concentration of the concentration o

In the Detroit laboratories of Parke, Davis & Co., a research team headed by



At 40 m.p.h. a typical automobile engine

Makes 94,380 revolutions per hour

HIGH SPEED, high compression, high power!
That's the direction of progress in automobile engines . . . and the reason why your car today needs oil that is specifically designed for today's engines.

Give your car complete protection, with Quaker State. This up-to-the-minute motor oil is refined from 100% Pure Pennsylvania Grade Crude Oil, and is the product of a half century of continuous development. It is the finest motor oil made in the world today.

Quaker State Motor Oil is made to suit the requirements of all makes of cars and for every type of service. Ask your dealer.

Modern Engines <u>Demand</u> Quality Lubrication



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

Member Pennsylvania Grade Crude Oil Association



It's Really Smooth!

YOU SHOULD HAVE BEEN

MORE CAREFUL, WHITEY!" "IT DOESN'T PAY TO TAKE CHANCES. BLACKIE, THAT'S WHY SO MANY PEOPLE ALWAYS CHOOSE BLACK & WHITE SCOTCH WHISKY. THEY KNOW ITS QUALITY AND CHARACTER NEVER CHANGE!"

BLACK & WHITE The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

74

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. . SOLE DISTRIBUTORS

Virologist Alton R. Taylor started by growing polio virus of the Type I or Brunhilde strain in test tubes with tissues from animals. The company is not telling how the purification was achieved, and its photograph shows particles of different

The isolation of polio virus in apparently pure form will be of enormous help to researchers in their efforts to produce a safe and effective vaccine against the disease. Many of the hazards connected with the older and relatively impure virus preparations can be eliminated. Chemists can study the makeup of the particles as a first step to finding out why they behave as they do, and how to reduce their ravages.

Nagged to Life?

Women who do not want to be widowed can prolong their husbands' lives "with measured doses of enlightened nagging,' an official of the American Cancer Society suggested at the annual meeting last week in Manhattan. Said Frank Kramer, director of field relations:

'We would like to see women-history's most effective medium of communication -turn their talents to saving their husbands from early death by lung cancer. . . . They should insist that men with persistent coughs go see the doctor. Because most men are notoriously insensitive to seemingly minor symptoms, the job will not be easy. In most cases it may entail some nagging, but I believe most women will agree that it is better to have a live and healthy husband, however harassed he may be, than to allow him to go complacently to an untimely grave.'

Reform from Without?

As the spokesman for organized medicine, the A.M.A. holds that changes on the medical scene should be made by doctors, and laymen had best keep hands off. This week a vigorous dissent comes from a ruggedly individualistic Yankee doctor with a brilliant record of medical achievement. Says Boston's Dr. James Howard Meanst in Doctors, People, and Government (Little, Brown; \$3.50): "The impulse to reform in medical public affairs comes usually from without, and resistance to it from within the majority fold of organized medicine . . . It is only under the lash of public opinion that organized medicine makes any social progress.

Is there need for change? Emphatically yes, says Dr. Means. Though U.S. medicine is often touted as the best in the world, he asks, "Best for whom? Doctors, best for everybody, else the public affairs of medicine would not have been in turmoil for the past two decades.

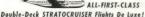
Dr. Means insists that he is as much opposed to socialized medicine as is the A.M.A. itself (from which he resigned in protest against its assessments to

* For 36 years on the medical faculty at Har-vard, 28 years chief of the medical services at Massachusetts General Hospital. Now, in "retirement," on the medical staff at M.I.T

SLACK & WHITE

B.O.A. [World Leader in Air Travel





Monarch lour

LEAVES NEW YORK 5 P. M.

Travel Royel at No Extra Fare! Downstairs cocktail lounge. Complimentary meals with aperitifs, wine, champagne, liqueurs. Attentive British service by cabin crew of 4. Sleeper

berths at small extra cost.

MAYFLOWER No.

CONSTELLATION COMFORT at Lowest Air Fares!

These world-famous planes are all yours at low tourist fares with tempting meals included

with tempting meals included.

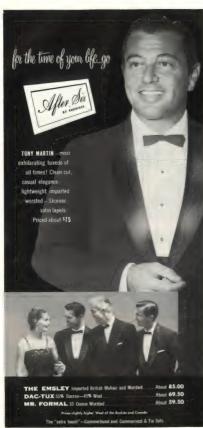
No tourist-section. You have the
run of the whole, spacious, pressurized cabin. Expert B.O.A.C.
bar service available.

FREE! Write for free booklet "Air Wear Anywhere"—what to wear and how to pack, by OUIDA WAGNER,

B.O.A.C. Flight Wardrobe Advisor. Write British Overseas Airways Corporation, 342 Madison Ave., New York 17, N. Y.

Reservations through your travel agent or call
BRITISH OVERSEAS AIRWAYS CORPORATION

In New York, Boston, Washington, Chicago, Dallar, Detroit, Los Angeles, San Francisco, Miami; in Canada: Montreal, Toronto, Vancouver



finance lobbying and pressagentry against the Truman national health plan), But, he believes, the danger that government may take over all medicine increases the longer a nation waits for a solution to the problem of making the best medical care available to all its citizens, and finding ways for them to pay for it. Dr. Means holds that the clearest threat of socialized medicine in the U.S. lies in "the colossal medical activities" of the Veterans Administration, "If we have anything that amounts to socialized medicine," he writes, "the veterans' medical services are it! . . . It would be an ironic turn of fate if the U.S. should find itself in the same situation [as Britain] default-by unwittingly letting the V.A. empire take over!"

What to do? First, the Federal Government must put its chaotic medical house in order by adopting the consolidation



AUTHOR MEANS Time for the losh,

plans of the commission headed by ex-President Hoover (which ex-President Truman also supported). At the same time, voluntary agencies seeking to improve the nation's health must organize effectively in a nationwide council. Dr. Means makes these recommendations:

¶ Medical care should be prepaid on in insurance basis—"payment . . . on a fee-for-service-as-rendered basis is outmoded."

 Doctors should practice in groups and be paid straight salaries, or salaries plus a share of group earnings.

The Federal Government should make grants-in-aid to local bodies, which would have to match these grants in setting up improved medical facilities.

¶ Each university hospital should become the center of a web of medical facilities, including a prepayment plan, a homecare plan and group practice, and should also serve smaller satellite hospitals in a big-brother capacity.

Aluminum is Why foods keep better

Foods must watch the company they keep. On trucks, in stores, on your refrigerator shelf, they may be put next to undestrable companions. A fragrant onion or a pungent cheese can ruin the subtle flavor of fresh, sweet butter, margarine or other delicately flavored foods.

Food packers know this, so they send their wares to market in a gleaming, protective wrap of Alcoa Aluminum Foil. Foil seals out light, moisture and odors . . . seals in flavor.

Cereals, powdered coffees and desserts, potato chips all stay fresher with foil. Frozen foods, cheese, milk and candy have their flavor protected by aluminum foil.

That's why, more and more, you'll see foil-wrapped products in smart shoppers' grocery baskets.

ALCOA is HOW

Foil starts as a 3,000-pound inpot of pure aluminum and ends up thinner than this page. The tremendous rolling pressures mean that Alcoa technicians must constantly guard against flaws . . . maintain strict quality control. The many users of foil demand answers to questions like: How much longer will foil project flavor? How much longer moisture protection? Hower important is sealing out light—to flavor, or flavor, etc., preservation? Alcoa researchers work with makers of packaging material answering these and thousands of other questions to prove that foil is first in protection.

AUDINIOUS COMPANY OF AMERICA, PHISDURJ 19, Pa.



Aluminum

ALUMINUM COMPANY OF AMERICA



You'll find easy-opening closures of Alcoa Aluminum on hundreds of food products from catsup to cottage cheese. They protect the maker's reputation by guarding the purity of his products.



Attractive, sturdy, dependable, low in cor..., these are the features that mak Alcoa Aluminum collapsible tubes th choice of leading manufacturers:



Milk hoods of nonepartyre Alcae Alum num cover the entire top of the bottl protect the pouring lip and maintai milk freshness from dairy to doorstep



Sparkling new idea for food protection or decorative wrapping is Wear-Ever brand Alcoa Aluminum Foil, It's handy, easy to use, economical, Household foil is a "must" for the modern homemaker,

















Lipton

MUTUAL

Division of Merch & Co., Inc

BEVEFIT LIFE







PAN AMERICAN



There is a steadily growing roster of progressive American businesses that are turning to Burroughs Microfilming for the quick, accurate and economical recording of vital documents. This modern system of photographing business records results in important savings in clerical

time, tremendous savings of filing and storage space, and increased efficiency—on a wide variety of applications. For full details on the modern Bell & Howell equipment, which is sold by Burroughs, call your local Burroughs office. Burrough Corporation, Detroit 32, Michigan.

Burroughs



WHEREVER THERE'S BUSINESS THERE'S

SUCCESSFUL BUSINESSES CHOOSE

GULLSTAN

Carpet

Daily, you'll find cheerful crowds entering the famous Fiests Grille Room of the Horled Chase in St. Louis to enjoys fine food in an atmosphere of spirited and colorful brilliance. "Carpeting the Fiesta Grille Room posed a problem," says Harold Koplar, President and General Manager of the Hotel Chase. "The earpet had to project the spirit of holiday fun. Guilstan filled our need, with a carpet wowen especially to fit our theme." For your rooms, too, Gulistan can create a carpet to set any theme you wish. See your Gulistan dealer. He has a business-building earpet fashion for your public rooms.



RELIGION

Bingo

To thousands of U.S. clergymen, bingo is a fighting word. Roman Catholic priests generally defend it as an innocent game of chance which helps raise money for many a parish cause; most Protestant ministers condemn it as gambling, and therefore a moral evil. In New Jersey last week, on the eve of a statewide referendum to legalize bingo and raffles for charity and other good causes, both sides fired off loud barrages.

Against the referendum were the Methndists. Baptists. Presbyterians, Lutherans and Episcopalians, as well as the State Federation of Women's Clubs and the New Jersey Congress of Parents and Teachers. Protestant pulpits resounded with anti-bingo sermons. Said Methodist Bishop Fred P. Corson: "Gambling is a destructive force in personal and community life. It is just as evil . . . when disguised under the cloak of charity or religion as when it appears openly in the form of slot machines and numbers rackets.

Not so, said a front-page editorial in the Advocate, official newspaper of the Roman Catholic archdiocese of Newark: "It is not gambling but the abuse of gambling that involves an immoral act . . Said Father Thomas J. Conroy of St. Cecilia's Church in Kearny: "A fight should be waged against such sins as birth control, divorce and euthanasia, not against the harmless practice, engaged in by older people, mostly women, of putting five little squares in a row on a card." Then the voters went to the polls and made bingo and raffles respectable by a

crashing 3-to-1 vote. A Happy Layman

The strugglingest man in church on Sundays is generally the fellow known as an "active Christian layman." Other members of the congregation glow with the satisfaction of doing their weekly Christian duty, but the active Christian layman knows that church attendance must be only the beginning of his week's witness. His constant problem: how to serve the church well without having 1) his business associates look askance at him as a do-gooder, or 2) clergymen complain that he is trying to take over their ministry.

Lee H. Bristol Ir., a 30-year-old Manhattan businessman, is a good example of a layman who works hard for Christianity without stumbling into either pitfall. He is a devout Episcopalian. As a licensed lay reader, a synod delegate and field worker for his church's New York diocese. he tries his best to gain more followers for what he calls "the sleeping giant" of U.S. religious bodies. As vice president of the Laymen's Movement for a Christian World, he tries to make Christian principles felt in various segments of public life. e.g., by helping to get a prayer room installed in Manhattan's U.N. headquarters (Time, Nov. 10, 1952). A talented organist and amateur composer, he has



TV spot news - by Raytheon Microwave

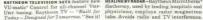
Because of Raytheon's microwave equipment, America's TV audience gets a ringside seat at important news events. Used to televise the Yucca Flat atomic explosion, Raytheon's Magnalink* - world's most powerful - beamed picture and sound to the TV station over 100 miles away. A compact, portable version is easily carried to a football game or fire.

Raytheon microwave units also provide connection with network TV and multi-hop relays over long distances. Picture and sound travel together. Another highlight in Raytheon's 25 years of "Excellence in Electronics."



RAYTHEON MANUFACTURING COMPANY, WALTHAM 54, MASSACHUSETTS







RAYTHEON TELEVISION SETS feature new HEALING BY RADAR-Raytheon Microtherms



IT HUMIDIFIES!

its the NEW

for 4-way comfort



It Cools in Summer . . . circulates air all year 'round!



You'll find dozens of comfort uses for your Palmaire Ir. In the nursery, basement workshop. rumpus room-any room in the home.

Ideal for offices, too! Indicator switches let you dial your own "personal weather"... Heater, Humidiñer, Cooler, Circulator ... at the touch of a finger. Humidifier is a blessing in winter dryness. Helps relieve scratchy throat, uncomfortable nasal conditions. Baked-on enamel finish in two lovely ones of green. You can buy the Palmaire Jr. at Hardware, Appliance and leading Department Stores.

Carries Underwriters' Laboratories Seal.

SNO-BREZE and PALMAIRE

PALMER MANUFACTURING CORE Phoenix, Arizona ESIDIARY OF MICERY REPRISERATOR CO.



HYMNOLOGIST BRISTOL & TEST PANEL Sunday is only the beginning of the week.

also written and set to music some 30 up-to-date hymns. A new book. Hymns for Children and

Grownups (Farrar, Straus & Young, \$3.75), is Layman Bristol's biggest contribution to the church to date, Written with Co-Author Harold W. Friedell, organist at Manhattan's fashionable St. Bartholomew's Church, it is a collection of 185 Christian hymns, clearly arranged and brightly decorated, with a very special purpose. Most hymnbooks are written for use in church. Bristol's book is expressly designed for the home. His thesis: "Hymnsinging can easily become a delightful part of family life.

Humming on the Beach. Bristol's business is advertising-he is products advertising manager of the Bristol-Myers chemical firm, of which his father is presidentand he has used the tricks of his trade in working out his hymnbook. Last summer he tested each hymn on a "representative panel of children" before selecting it. Writes Bristol: "When we actually heard the children humming some of the melodies on the beach, we felt certain we were on the right track.

To help out at family songfests, Bristol and Friedell have included classifications not normally found in hymnals, e.g., "When You Want to Sing Some Negro Spirituals." "When You Think About Worldwide Christianity." There are also some worthwhile modern hymns, including 29 of Friedell's and Bristol's own compositions. Old-fashioned hymnologists however, would be surprised at some omis-Bristol's great-great-uncle, Thomas Hastings), Jerusalem the Golden.

Halves of a Ticket. The selections reflect Layman Bristol's wish to make the hymnal, intended primarily for children. "happy book." To appeal to children,

they have stressed hymns about Christ's boyhood and everyday life. e.g., O Master of the Callons Hand, Bristol's own My

Last week, his book already cheered by religious and parents' groups. Bristol was back working Sundays and weekdays on other phases of his active lay apostolate. Says Commuter Bristol (who did much of the work on the hymnal on the train between his Princeton, N.Y. home and his Manhattan office): "A man's Sunday self and his weekday self are like two halves of a round-trip ticket: not good if detached."

Communist Domesticity

Christians in Communist China have suffered under an attack as clever as any Iron Curtain persecution and far more systematic than most of the others. Speaking for the Protestants, the Rev. Wallace C. Merwin, onetime Presbyterian nissionary in China and now working for the National Council of Churches' Division of Foreign Missions, last week appraised the Communist attack and Christianity's chances for survival.

"The Chinese Communists." he wrote in The Christian Century, "recognize that persecution is not the most effective way to deal with the church." Their method: domestication. "The church, in other words, is permitted to exist only as it is useful and submissive to the Communist

A Love-America Complex, "Virtually every [Chinese | Christian leader of importance has at one time or another made public confession of his errors in think-

* My master was a warker. With daily work to do. And he who would be like Him. Must be a worker, too . . .

ing . . . Such sins as the 'religion-abovepolitics' mentality and the 'love-America fear-America, worship-America complex are confessed as well as 'misconceptions' concerning Communism and Russia Many have been required to accuse their

Many have been required to accuse their missionary associates of such crimes as the murder of orphans, hospital patients or refugees, and of embezzlement and espionage....

"Churches and mass meetings of Christians publicly supported the charges of germ warfare in Korea against the U.S., didd appealed to Christians of the West to condemn this nation. In one of the clever Communist schemes for involving and committing them on the side of the regime, church leaders have been forced to serve on investigation teams and on land

Church attendance, although not forbidden outright, has been cleverly discouraged. "Even when church services are permitted." says Merwin. "the church buildings are used for political meetings

to the interacts of granates. Conformed or Liquidoted? With the handful of foreign missionaries left in China either imprisoned or under house the conformation of the conformation or imprisonment, although some have met that fate. Undoubtedly a number of Christian leaders have become convinced supporters of the Community Cause.

State of widence, however, that the subjugation of the church is not so complete as it seems on the surface. A careful reading of certain confessions has convinced those acquainted with the signers that they carry a double meaning— decorated as well as an ostensible statement of conformity. Some ministers openly and determinedly preach the Christian Exangel, retuining to adulterate it with politics and even condemning those who preach a political goopel . . Chinese they will be true to Christ, that they will be true to Christ, they

Political Archbishop

In a London speech last week, Dr. Cyril F. Garbett, Arthishop of York, condemned the Israeli sovermment for the "rerule massecs" of Araba at Kijwa, in Jordan (Tisse, Oct. 26), Added the archhisbop, attacking the U.N.s failure, among other things, to solve the problems of Arab reduces from Israeli "The Jewish vote in New York has had a paralyzing effect on the United Nations."

U.S. Jewish groups soon replied. Said Leon Geilman, of the World Mizzachi Executive; "An example of clerical antisemitism." Added Brail Brith President Philip M. Klutanick: "A disservice to the cause of democracy." In London, the arabbishop's chaplain explained that the statement was "purely political." The grachbishop is regarded as the Church of England's political syndeman.

THOUSANDS OF PLANTS NOW GETTING THOUSANDS OF SPEEDS



2 to 10,000 r.p.m.

U.S. VARIDRIVE

Industry's Miracle Motor Get more production out of your present machine by powering them with U.S. Varidric motors. No extra space required. Thousands of plants are profusing with this miracle motor. Turning a simple control handle changes are to the production of the productin of the production of the production of the production of the pr



GET THIS FREE 16-PAGE BOOKLET

Mail Coupon for our multi-colored 16-page Varidrive Booklet presenting scores of illustrations showing all types, sizes and reasons why variable speed motors will earn you extra profits.

KEGUEST			KIVE B	DOKTEL
U. S. ELECT Box 2058, or Milford, Wi	Los Ang	polos 54 cticut		(B)
COMPANY ADDRESS				

ART



LEVINE'S "GANGSTER FUNERAL"

One of the widows was very, very shapely.

Breakthroughs

Modern painters are apt to spend unconscionable hours in the market place, just to see what is brewing in other ivory towers. "Anything new?" they cry, and under their breaths many add: "Whatever it is, I'll run right back to my studio and

Manhattan's art market last week offered little food to such hunry-eyed faddists. Instead, the standout shows pointed up the advantage of hewing to a straight and narrow path. Two young but conservsitive U.S. painters. Andrew Wyeth and Jack Levine, were staging exhibitions visible to the path of the path of the path of the unitations. They had succeeded not by any violent shift of style but by pressing along their old ways to new heights.

ANDREW WYETH was trained by his artist father. N. C. Wyeth, whose illustrations for The Last of the Mohicans, Treasure Island and The Boy's King Arthur entranced generations of children. Less romantic in feeling than his father, young Andy mastered a calm, tidy way of painting landscapes. At 20 he had his first Manhattan show, which sold our which sold our his first Manhattan show, which sold our his first Manhattan show, which sold our

Had he been as content with his own talent as the public was. Wysh might have remained a minor painter. But hept expanding his capacity to picture things with ever-increasing clarity. Pennsylvania fields and farmers. Maine inlets and shermen old houses and mustylvania for the property of the property

35. Wyeth sat down to paint a practically empty picture. It became the hit of his exhibition at Manhattan's Knoedler Galleries last week.
Seen across a room, the picture looked

Seen across a room, the picture looked rather like an abstraction. Somber in color, it had a surging quality as unsettling as any work by such abstract expressionists as Jackson Pollock or Willem de Kooning. A closer look justified the big tempera's title—Field Gate. In the foreground were two rickety gateposts, from which a faint-

ly discernible path looped up and away over a vast, sone-swept hillside rising to an eerily shifting, storm-filled sky. Meticulously building this wide, wild scene, grass blade by grass blade. Wyeth suggested the looming forces of nature in an impassioned portrait of Earth and Winter.

Boston South End and mised in a school of art that came to be known as "prole-tarian." A tight-lipped, hatchet-faced youth, Levine painted lividly angry pictures of bloaded capitalists and brutal cops. As an honor student of the prole-tarian school, he rode especially high in his zoo. Drafted in World War II. Levine form the prole-tarian school, he rode especially high in his zoo. Drafted in World War II. Levine found on his return that his let he postwar generation of painters was going almost wholly abstract, and the processing the processing the processing the property of the postwar generation of painters was going almost wholly abstract.

Levine went right on wagging and jabing his brush a social ills. Meanwhile, he made himself a master of expressionist techniques, mingling hot and cold colors as delightfully as Kotochika, and support as his support as a delightfully as Kotochika, and support as a support

Finished last June, the painting was the core of an exhibition at Manhattan's Alan Gallery last week. Levine had crammed in with hatphosiatrophy ware many and the property of the carvas to life, and created an illusion of space filled not only with figures but with air, doors and fellow man was no longer propagandistic, but moral. Gangter Flueral may, like Hogarit's Gin Lane and Lautree's Ellers, the first property of the part of the carvas of the part of the carvas of the

PURCHASE & LOAN

WHEN the city of New Orleans began making plans to celebrate this year's experiencement of the Louistans Burchous, the Delegated Museum put in its bid fearurement of the Louistan Burchous, the Delegated Museum put in its bid fearurement to be shown in the cultural heritage that France bequesthed to its descendants overseas. Last week the results were on display in the museum's galleries: 82 borrowed French paintings, ranging from the 15th to the 20th centuries. American collections supplied to of the paintings: the remaining 21 size of the 15th centuries of the 15th centures of the 15th c

Even the Delgado's go-getting director, red-topped Alonzo Lansford, 43, was overwhelmed by the generosity of the lenders. "This exhibition is bigger and better than we deserve," he confessed. "It has set an extremely high standard, the chief organizer of the show was multimillionaire Art Dealer Georges

The chief organizer of the show was indominationate an Deater Georges Wildenstein, who has galleries in Manhattan. Paris. London and Buenos Aires. He rounded up the American contributions and helped persuade the French government to cooperate in celebrating a bargain that Frenchmen can only regard as a bad one.

In a perface to the exhibition catalogue. Wildenstein boldly generalized the whole history of French painting and arrived at a conclusion which was probably as true as such sweeping statements about any subject can ever be. Throughout the show, he maintained, "wee find a common approach to life conceived of charm and optimism. Without evasions and without false sentimentality, the French painter expresses his low, his mystic respect of nature and of man."



DUKE OF ORLEANS

Jean Auguste Ingres painted Ferdinand Philippe, eldest son of "Citizen King" Louis Philippe, just before the young (31) aristocrat's death in 1842. He was descendant of duke for whom New Orleans was named.



SYLVIA FLEEING THE WOLF

François Boucher's 18th century fantasy of the beau-tiful huntress Sylvia, Diana's niece, pursued through the forest by a wolf she has wounded with an arrow



Nicolas Poussin's 17th century painting shows Abraham's faithful servant finding a wife for his master's son. Isaac, among the women at the well of Nahor.

Hyphenated Designers

Jan Le Witt and George Him are two oritists who work as one. To millions who have seen their art, they are known simply have seen their art, they are known simply a Lewitt-Him, and for zo years they have animative poaters, advertising art and book illustrations of the day. Last week Lewitt-Him, visiting, Manhattan from England were proudly strolling about the Associated American Artists Galleries exhibiting Among the exhibits:

Among the exhibits:

¶ A wartime poster for Britain's Ministry of Food, featuring "The Vegetabull," a fanciful creature formed by carrots, turnips, celery, tomatoes, cauliflower, etc.

An accident-prevention poster showing a flourishing plant with petal-like human



Lewitt-Him & Poster People like a puzzle.

fingers. The legend: "If you can't grow fingers—grow careful."

A group from the famed Schweppshire ads (for Schweppes—Tiam. Feb. 16), with texts by Stephen (Lifemanship) Potter. An anti-black-market poster for the wartime Netherlands government in exile, depicting four huge men carrying large yellow bags under their arms, the

four arms forming a sweatika. Him. 51, and Le Witt. 64, both Polishborn, see nothing odd in their hyphenated approach to their work. "When people ask us why we collaborate," says Him. "we sak, 'Why don't others do the same?" The single artist, he explains, must play critic and artist alternately. "Working critic and artist alternately. "Working the work of the wor

anything. We think it's more interesting to leave people guessing."

During their visit, Lewitt-Him hope to their diese with their diese will not be lost on Americans. "If you can find something interesting in an object." says Le. Witt. "you can fin nerest other people. People like the vague bit of a puzzle, and once they get into it they feet they are taking part in the creation of it." "just." concludes Him, "as they accept the challenge of a crossword."

No <u>hiqh</u> tension here!

There's a refreshing drink to calm you—a delicious dinner to fortify you—and a full-size bed to soothe you to deep and restful sleep.

You cut workday tensions down to size when you Go Pullman.





GO PULLMAN

Enjoy the Rail-Auto Travel Plan Your Ticket Agent will gladly make arrangements.



COPPRIENT 1953, THE PULLMAN GONPAN

A gratifying am't of the celebrated 20 year old

Martin's FINE & RARE Sco ch Whisky has been shipped to us from the Scottish Highlands and is For Sale at oetter spirit shops, taverns, hostelries, and gentlemen's clubs - Respectfully, McKESSON & ROBBINS, INC.

NEW YORK, N.Y., importers thereof. 20 years old. 86.8 proof MARTIN'S FINE & RARE Colch Mhuhu 20 YEARS OLD A WEST A SECURE BOLDS AND ADDRESS AND



MUSIC

33 Plaintiffs

BMI (for Broadcast Music, Inc.) was decided that the venerable ASCAP (for and Publishers | demanded too much in performance royalties. As a rival musiclicensing agency. BMI had a scrawny infancy: almost all competent U.S. songwriters were members of ASCAP. For a while, until peace was patched up, the networks had to draw heavily on tunes in the public domain-and Stephen Foster's Jeanie with the Light Brown Hair became

a new hit at 87. But in 14 years BMI has grown husky. with a big pool of music and composers to draw on. This week 3.3 ASCAP songwriters filed a civil suit against BMI, the networks and their related record companies charging conspiracy and discrimination to keep non-BMI music from being heard as often as it should be. Among the 33: Ira (I Got Rhythm) Gershwin. (I Can't Give You Anything but Love) Fields, Gian-Carlo (The Consul) Menotti. They reckon that they and other non-BMI composers have collectively lost \$50 million in royalties in the past decade. Their demand: triple damages (\$150 million) and a court order directing broadcasters to get out of BMI.

Back from Italy

Arturo Toscanini was back in the U.S. last week after five months in Italy, steaming to get back to his NBC Symphony podium. To his extreme annoyance, he came down with a touch of flu. and his doctor told him he would have to postpone his opening concert this week. At 86, the Maestro still hates to miss a

Flu or no flu, he is the same passionate, reflective, tempery, sweetly mannered man as ever. And he is fresh from a busy and sociable vacation.

Buttons & Bows. Toscanini has a special fondness for his old house in Milan, and spent the early part of his summer there. He had it decorated to his taste around 1908, a Victorian era hodgepodge of heavy furniture and silk brocade walls and draperies, has refused to have it redecorated since. The only change he permits is the relanging of his numerous paintings, and he insists on directing this himself, scrambling up stepladders with hammer and hooks in hand to fix the settings, while servants hold the heavy frames and family members hold their breaths, worrying about a fall,

Through the summer, the old man usually kept to his bedroom until noon, lounging in his pajamas studying scores, playing symphonies from memory on the

6 NBC hastily called on a relative youngster, 78-year-old Pierre Monteux, to lead the first ty to his radio. When he made his lunchtime appearances, he was always immaculately dressed, including starched collar and cuffs. Often the happy recipient of emphatic neckties, he once startled his guests by turning up in a bow tie that lit up with small electric bulbs when the Maestro pressed a button in his pants pocket. Night after night Toscanini received processions of old friends for talk and drinks, often until 1 a.m.

Tears & Growls, In early August, Toscanini moved with his son and daughterin-law, the Walter Toscaninis, and his 24year-old grandson. Walfredo, to his rented villa on the island of San Giovanni in Lake Maggiore. There, social life was quieter, although natives and sightseers on passing launches soon found that the great conductor was there. If they saw him on the lawns, they sent shouts of "Bravo, Toscanini!" and "Bravo, Arturo!" rolling across the water. The Maestro, snorting with offended modesty, would turn his

His son Walter had rigged up a hi-fi record player, and Toscanini used it to study his old recordings. listening for flaws, Walter always tried to be around

* Friends have never known Foscanini to be satisfied with a performance, and he often postpones listening to a recording tape for the first time, pleading, "No, no, I am afraid to listen." When his ear catches a flaw, his first impulse is to throw the tape away. In a test-recording of a Beethoven symphony, the Maestro thought a trumpet note too light. So the trumpeter was while sound engineers painstakingly erased his



TOSCANINI & DAUGHTER WALLY





Article Sieg

"Merry Masoverade" & Director Goldovsky Something for everyone in Terre Houte.

to help: the old man, never an able hand with mechanical gadgets, is likely to jiggle the tone arm and scratch the records, Evenings on the island, there would be recorded concerts in his bedroom of music that Toscanini had either recorded or broadcast. He would sit on his bed as the music played, eyes blazing as if he were on the podium. conducting energetically and singing the music to himself. When he came to a particularly affecting passage in Beethoven's Ninth Symphony or his Missa Solemnis, Toscanini sometimes wept openly. Tears rolling down his cheeks. he would sit back and murmur to himself. "I cannot believe it, I cannot imagine such a man | as Beethoven

At summer's end, stories blossomed that the present season might be Tuscanini's last in the U.S., that afterward he might be ready to "stay put" in Italy. No such talk came from Toscanini in New York last week. He was busy studying scores (especially Verdi's open. Un Bullo in Muschera, which he will broadcast in January, and growling at his first.

Mozart on the Road

One night last week a Terre Haute autience sat in attentive silence: it was seeing the first act of a Mozart opera and found it could understand almost every word. It let out a few experimental gugdies at an early jele, gathered conflicter as it et an early jele, gathered conflicter as it et an early jele, gathered conflicter as it ety, and finally laughed aloud when one swaggering character entered sporting a long, blond wig. Said one listener to his companion: "You don't often sea anything like this in Terre Haute." Said the other: "Yee never seen anything like this any-

The reaction is characteristic of audiences in East Coast and Midwest states where the New England Opera Theater is making its first road tour. "They arrive all set to be bored," says Director Boris Goldovsky, "For the first five minutes.

everybody is on his best behavior. They came to endure culture: they're in for it. Maybe they can sneak out at intermission, but they doubt it. But, from the moment the count enters, they know this is entertainment. They're actually supposed to have a good time—and they do."

What tickled Terre Haute-and two dozen other towns-was an English-language version of a little-known Mozart opera called Merry Masquerade (originally La Finta Giardiniera), Written when the composer was 18, it lampoons 18th century operatic oddities in their own terms: a nobleman thinks his wife is dead and plans to marry a pretty young thing who is actually in love with an untitled poet. Everybody else in the story is in love with somebody else, including the wife, who is really alive but disguised as a lady gardener in order to win back her count. Most everyone in the Goldovsky version gets his fondest wish.

This tomfoolery is touched up by a pretty pink & blue set, elaborate costumes. and a fresh young company that is trained within an inch of its last high C. Every gesture is rehearsed until it is the performer's second nature. Goldovsky even makes his singers practice with their backs to him so that they will be able to concentrate on their roles without having to keep their eyes trained on his baton. There are eleven singers on the tour, and all of them know more than one of the opera's seven roles, and switch around frequently. The result: a high-spirited romp that made listeners from Baltimore to Wichita forget that Mozart was a classical composer and that opera was supposed to be difficult.

Director Goldovsky has no hope of making great profits out of his four, but he expects it to break even when it winds up in home-town Boston next week. "We could have 300 touring companies in America," he says, "If we can train American audiences to believe that opera is a very good show, then we can go ahead."



 If your monthly requirements of coiled strip exceed 100 tons, in many different widths and gauges, installing a Yoder slitter will not only result in worthwhile conomies but in eliminating costly production bottlenecks.

Coiled strip in standard widths is obviously lower in first cost than slir-to-width strip; the sources of supply are more numerous and deliveries much quicker.

The savings effected by doing your own alitting of moderate tonnages, soon pays for your investment in a Yoder siltere, Equally important, your inventory requirements and production planning are greatly simplified, as you can, from a relatively small stock of standard widths, in a few hours supply your own needs in silt strands.

The economies as well as the mechanics of slitter operation are fully discussed and illustrated in the Yoder Slitter Book, free on request.

THE YODER COMPANY 5534 Welworth Ave., Cleveland 2, Ohio



America's Costliest

There is no other wine on earth quite like Cresta Blanca California Triple Cream Sherry. This luscious Sherry is sweet and mellow, with the smooth creamy body of a fine liqueur. A luxury Sherry that makes any occasion a very special one.

The perfect gift.

riple Cream SHERRY

CRESTA BLANCA ... of course

Premium American Ports, Sherries. Red and White Dinner Wines, Sparkling Wines and Vermouths. Since 1882.

> CRESTA BLANCA WINE COMPANY LIVERMORE, CALIFORNIA

THE THEATER

New Plays in Manhattan

The Solid Gold Cadillac (by Howard Teichmann & George S. Kaufman) is at best gold-plated, but that still leaves it considerably brighter than most current Broadway comedies. Furthermore, it proves a perfect vehicle for Josephine Hull, who exhibits her best You Can't Take It With You and Arsenic and Old

The authors have written what they call a fairy tale-a good enough term for what it would be hard to call a play. In it, Miss Hull is an ex-actress who is also a tiny stockholder in a vast corporation. She attends a public stockholders' meeting, asks embarrassing questions and, as a way of being shushed, is hired by the company. Once installed, she engineers shakeups and scandals, and at the end is head of the corporation.

As a satiric fantasy, The Solid Gold Cadillac very faintly suggests The Madwoman of Chaillot; here, too, an old lady tackles and triumphs over hardheaded tycoons: here, too, are aired some of the shadier ways of high finance. But no two plays could be less alike in spirit, nor, for that matter, has Cadillac even a touch of the poetry or wistfulness of a fairy tale. A thing of gags and gadgets, of blackouts, movie shots and the loudspeaker voice of Fred Allen, Cadillac is satire that is always hurrying off into routine farce. Its corporation characters are the merest cardboard. But it has a lot of funny lines, and it has dumpy, inimitable Veteran Hull. Her stage reminiscences are not the least of her charms. "Shakespeare." she recalls, "is so tiring. You never get a chance to sit down unless you're a king."

The unhappy side of the play is that it is the purest Broadway-laughs or nothing. It has a funnybone without a spine; it could almost be described as a satire without a viewpoint. It seems put together with the very pins it sticks in others, though at its satiric best it can draw blood from cardboard. And since, at her best. Actress Hull can squeeze laughs out of a turnip, The Solid Gold Cadillac provides a nice, enjoyable evening,

Kind Sir (by Norman Krasna) reached Broadway to a fanfare of trumpets, with \$750,000 in advance sales already in the till. A Joshua Logan production starring Charles Boyer and (in her first non-singing role) Mary Martin, its opulent costumes and décor half suggest that Miss Martin is still playing musicomedy. The whole thing may well prove the greatest letdown of the season; it is a sumptuous hore and a gilded vacuum.

The play is not an ordinary romantic trifle, but a sophisticated one-a Boyer Meets Girl. Its love-making is the kind that puts the couch before the altar, with Actress Martin as an unmarried stage star, and Boyer a State Department charmer who pretends to be married so that no lady he woos can ever expect him



CHARLES BOYER & MARY MARTIN In a long drink, only a sliver of ice.

to marry her. In due time, Miss Martin finds out that the deceiver is a bachelor, attempts revenge and, of course, achieves

Playwright Krasna's pennyworth of wit and plot is about as much help to the proceedings as a sliver of ice to a long summer drink. And Kind Sir seems hardly more wicked than it is witty. Moreover, the production-instead of obeying the rule for froth, and moving as fast and lightly as possible-is all in regal slowmotion, like a Coronation rehearsal. Actress Martin cannot fail to be personally engaging, but her portentous pauses and rather statuesque poses are a mistake. Boyer's role allows an excellent actor no chance to act, and he can only exert a matinee-idol charm. Except to watch its two stars at far from their best, there can be no reason to see Kind Sir at all.

The Trip to Bountiful (by Horton Foote) concerns that second most ticklish ménage à trois-the husband, the wife, and the husband's mother. The wife, in this case, is a giddy, shallow Texas shrew who browbeats her mother-in-law while exploiting her; the husband is too frightened to interfere; and the mother-in-law is a gentle, unhappy widow who likes Houston hardly better than her home life, and yearns for the small town of Bountiful where she lived long ago. In time she runs away to it, and is briefly happy among its ghosts before being forced back to the city.

The Trip is an honestly meant play by a competent playwright. But it puts Playwright Foote in much the same plight as his old Mrs. Watts. In a sense, he is running away from his material-and to as ghostly a destination. What begins as sharp domestic drama drifts into the sort of mild fantasy that seems, at its worst, mere



Ponce de Leon Quit Too Soon!

Passer de LEON spent a lifetime searching for the Fountain of Youth. How amazed the old Spannard would be to discover we now hare such a fountain; You'll find it on any college campus one day each year—a day we call Homecoming. On this magic day it matters not whether a returning alumnus is 23 or 93, he never feels a day over 21! And the older he grows the more vigorously he renews old acquaintanceships...shouts for the team...

Whatever a returning alumnus may chance to do, however, the odds are that there's a Spencer chemical however, the odds are that there's a Spencer chemical however, for canapile, annualized was used to produce spenched the spence of the spen

an that gave the piano its rich, glowing lustre, In all these ways basic chemicals by Spencer make everyday living more pleasant. Perhaps vour businessbas some special problem which can be solved by chemistry. Why not write us?



Final tests are now being run in Vicksburg. Mississippi in this new \$14,000,000 plant, which will add 60,000 tons to Spencer's annual nitrogen capacity.

SPENIFIC HEMICAL COMPANY IS an ID TO A MARKET AND A MARKE



America's growing name in chemicals





Travel-wise: the **Olivetti** "Lettera 22"

Two-tone carrying case, a smart piece of small luggage, takes the "Lettera 22" anywhere . . . easily.

The standard keyboard of the "Lettera 22" has a 43rd key with "plus" and "equals" signs.

The Correcto-Space feature permits insection of an accidentally omitted letter neatly and unobtrusively.

With convenient Hulf-line Spacing, additions or corrections may be clearly typed between single-spaced lines.



Tavelexie became of its light weight (about 9 pounds) and mere 36 indies of height the Olivetti "Lettera 22" offers these 66/98/perriter features that also make it a wise oblive for humen or school: automatic keyleardset tabulator, self-locking backet shift, right and left carriage releases, full-size ribbon spools with instantaneous reverse, keyleard-controlled paragraph indicatation, extra stardy domest, and disease aluminum easing combining light weight with great stardiness, and other features described on this page, In most states the "Factora 22" is prieed at 880 just taxes, including energying case. The Olivett Corporation of America, 330 Fifth Avenue, New York, New York we York

Olivetti, Europe's largest manufacturer of office machines, has won wide recognition in America through the sale here of the unique Olivetti Fully Automatic Printing Calculator. filler. Once his old lady runs away, Playwright Foote can do nothing more than improvise, temporize, insert those small episodes in bus stations and buses that pay off as scenes but bankrupt the play as a whole. The play, furthermore, misses real poignancy from going too plainly in search of it: something of a human being at the outset. Mrs. Watts is nothing, at the end, except pathetic and forlorn.

As Mrs. Watts, Lillian Gish garnered excited reviews. Hers is indeed a good performance-though of a character that remains uninteresting. As the daughter-inlaw, Jo Van Fleet is often vividly and hatefully alive. Both actresses deserve a better play.

MILESTONES

Divorced. By Peggy Lee, 33, blonde Hollywood songstress (The Jaz: Singer) and jukebox favorite (Lover, Mañana): her second husband, Brad Dexter, 36, cinemactor (Macao): after ten months of marriage, no children; in Santa Monica,

Died. Dylan Marlais Thomas, 39, Wales's bright young mystic of English poetry (Portrait of the Artist as a Young Dog, Under Milk Wood), whose vivid tempestuous verse won him both critics' acclaim and thousands of readers; of undisclosed causes, while on a lecture tour of the U.S.: in Manhattan,

Died. Major General John H. (for Houston: Church, 61, who in 1950 commanded the first U.S. troops sent from Japan to fight in Korea; after long illness; in Washington, D.C.

Died. Major General Innis Palmer ("Bull") Swift. 71. oldtime Army caval-ryman who during World War II trained and led the crack 1st Cavalry Division in Admiralty Islands), later commanded the the Philippines; of a heart ailment; in San Antonio.

Died, Abdul Aziz Ibn Abdul Rahman al Faisal al Saud. 73. oil-rich King of Saudi Arabia; in his palace at Taif, near Mecca (see Foreign News).

Died. Ivan Alexeyevich Bunin, 83, self-exiled Russian nobleman-author (The Village, Memories and Portraits) and winner of the 1933 Nobel Prize for Literature, of a heart attack; in Paris.

Died. Elizabeth Sprague Coolidge, 89, the nation's No. 1 patroness of chamber music: in Cambridge, Mass. She commissioned countless works by established composers (e.g., Bartok, Ravel, Copland) and struggling newcomers, gave a \$94,000 concert hall to the Library of Congress (plus a \$600,000 endowment), contributed \$200,000 to the Chicago Symphony Orchestra's pension fund.



3 built-in antennas: 4-ft. push-button short-wave antenna. Large built-in AM antenna. Special AM antenna for use in planes, trains, etc.

NEW RCA VICTOR STRATO-WORLD" RADIO



the sensational new 7-band portable radio -powered to pick up the world!

Today's best portable-fast becoming the favorite companion of sportsmen, travelers, short-wave fans, Lets you "tour the world"-London, Paris, Tokyo. Buenos Aires-at the twist of a dial.

Built for travel! Lightweight-only 23 lbs., with batteries, Rugged aluminum chassis frame, "Climatized" against heat, cold and humidity.

Ton-grain cowhide leather case with special scuffresistant ends. Model 3BX671, \$139,95 (less batteries) Get RCA batteries for extra listening hours.

RCA VICTOR @





Luggage Lore

The other day we tried to look up "luggage" in the encyclopedia, and found the word isn't even listed. Appalled by this state of affairs we dug up five little-known facts about luggage, and present them here as a public service, sort of:

- 1. "Luggage" comes from the word "lug", a medieval English word meaning to lug something. It has some connection with Swedish word meaning to pull by the hair, if you want to get awfully etymological.
- 2. Luggage is divided into numerous subspecies: two-suiters, carpet bags, steamer trunks, etc. There's a difference between luggage and baggage, but we're not sure exactly what it is.
- 3. Alligator hides, used in fancy luggage, are bought by the width-inch measured at the widest part of the alligator. Thus long skinny alligators are better buys than short fat alligators.
- 4. One of America's biggest and best luggage makers is Wheary, Inc., out in Racine, Wisconsin, whose energetic President, George H. Wheary, Jr., recently became Lord Calvert's 66th "Man of Distinction". (See picture above.)
- 5. Lord Calvert costs a little more, tastes a little better and adds a little more pleassure to living. (Strictly speaking this isn't a little-known fact about luggage, but luckily we've exhausted our luggage information.)

Looking back over the above stuff, we can't seem to find any clearly-defined moral in it. Except, of course, that when buying allitators you should insist on long skinny ones, and when ordering whiskey it's a good idea to specify Lord Calvert. It's Custom Distilled, and we think you'll appreciate the difference.

Lord Calvert

RADIO & TELEVISION

43.9

Top Ten

The most popular TV shows and their ratings, according to the latest Nielsen

- 1) I Love Lucy (CBS) 65,9
 2) Dragute! (NBC) 50,5
 3) Comedy Hour (NBC) 55,3
 4) Recket Squad (ABC) 54,4
 6 Recket Squad (ABC) 54,6
 6) Arthur Godfrey's Nowu's (CBS) 51,0
 6) Arthur Godfrey's Nowu's (CBS) 45,7
 6) Grancho Marx (NBC) 47,7
 8) Arthur Godfrey's Friends (CBS) 46,0
 9) Jackies Gleson Nhow (CBS) 43,5
- to) Phileo TV Playhouse (NBC)...
 Still Driving a Model T?

The TV world was as filled with color as a forest in autumn. NBC showed a satisfying colorcast of the opera Carmen to hundreds of invited guests in Manhattan, and last week followed it with the first closed-circuit broadcast from New York to Hollywood, where a group of moviemen were unhappily impressed by the vivid picture and surprisingly fine texture of color TV. Dragnet began shooting its films in color, and Bob Hope issued a casting call for the "most colorgenic girls in America" to appear on his first color TV show. Industrial designers Lippincott & Margulies moved into the act by quickly telling sponsors how to pretty up their packages for color TV. Some tips: soft pastels, varicolored containers and copy-filled labels offer little eye interest; instead, sponsors should use two-tone or brightly contrasting colors with clean-cut and simple printing.

But not everyone was cheering in the streets. In Oklahoma City TV dealers held a mass meeting to protest the boast of station WKY-TV that it would be the first U.S. station, outside the networks, to carry color TV. The dealers complained that WKY's advertisement was misleading and would slow down the purchases of black & white TV sets. In Manhattan 1. M. Smith, vice president of the Davega chain, admitted that business was generally slow and said that front-page stories about color TV had "helped kick it downstairs." Most TV manufacturers maintained a discreet and presumably busy silence, but the Magnavox Co. bought full-page ads in magazines and newspapers which asked: "Are You Waiting for Color Television?" The copy of the ad went into a heavy reverse sell: "If you are the man who is driving an expensive foreign car and your wife owns a platinum your set to own color television." Warning that color TV sets cannot be expected until the end of 1954, that they will have small screens and that they will cost "in the \$1,000 class." Magnayox urged its readers not to sit around waiting for color because "you may find yourself in the position of the man driving a model T. awaiting the revolutionary improvement in automobiles."

Friend & Foe

Television has been even kinder to Hollywood, supplying moviemen with such



PLAYWRIGHT FOOTE
One hand on the throttle.

hit films as Bing Crosby's Little Boy Lost and José Ferres' Anybing Can Huppen (both originally shown on TV Playhouse), and Rosalind Russell's Never Wave at a Wava (from Schlitz Playhouse). Last week Hollywood Producer Harold Hecht and Actor Burt Lancaster bought the script of Paddy Chayefsky's Marty, also seen on TV Playhouse.

With the networks putting on more dramatic shows than ever before, U.S. TV may soon be duplicating the success of British TV drama, which has already given four successful plays to the London stage: Amastasia, Dial "M" for Murder (also a Broadway hit). Morning Departure and The Huppiest Days of Your Life.

The Busy Air

In Chicago, the Admiral Corp., discovering that scores of Great Lakes freighters are now equipped with TV sets, reported that ships can steam 986 miles from Buffalo to Duluth, Minn, with "relatively few

non-TV reception areas." Uplift note reported by Admiral: Great Lakes sailors are so entranced by TV that they no longer "have to go ashore to seek entertainment ¶ In Manhattan, NBC hastily abandoned its experiment of telecasting parts of four different college football games instead of one complete game. The reason: both the sponsor, General Motors, and televiewers their letters were 7 to 1 against the experiment) liked the old way better.

In Washington and Manhattan. TVmen were amazed to find that the second run of the NBC film series, Victory at Nor, describing the war in the Pacific, was drawing twice as many viewers as the first run last year.

C In Toronto radio station CHUM daringly dropped all its western serials, quiz programs and disk jockeys, to concentrate on "melodic" music and news. Explained Program Director Mrs. Leigh Lee: "We think there is a big audience that is sick to death of too much disk-jockey chatter. No one cares a damn that Eddie Fisher was wearing pajamas when he cut this disk, or that Hugo Winterhalter broke three fingers while conducting a number. By playing purely music we may bring back that lost audience."

Program Preview

For the week starting Friday, Nov. 13. Times are E.S.T., subject to change.

House of Glass (Fri. 9:35 p.m., NBC). A new comedy series, with Gertrude Berg.

Stars Over Hollywood (Sat. 12:30

p.m., CBS). Jan Sterling in By-Line, Vellie Bly Star Playhouse (Sun. 8:30 p.m., NBC). Celeste Holm in Cluny Brown. Edgar Bergen Show (Sun. 9:30 p.m.,

CBS), With Singer Peggy Lee. Suspense (Mon. 8 p.m., CBS), Part I of The Moonstone, with Peter Lawford.

Adventures of Ozzie & Harriet (Fri.

8 p.m., ABC), One of the best of the situation comedies. Playhouse of Stars (Fri. 9 p.m., CBS).

Walter Brennan in Lucky Thirteen, Football (Sat. 1:15 p.m., NBC), Mich-

igan v. Michigan State. Omnibus (Sun. 5 p.m., CBS). With lose Limon, an underwater documentary

and a mystery film, Stop the Merry-Go-Comedy Hour (Sun. 8 p.m., NBC).

Martha Rave, with Milton Berle, Junior Press Conference (Mon. 9 p.m., ABC), Guest: Harold Stassen, Bob Hope Show (Tues. 8 p.m., NBC).

With Fred MacMurray, Arlene Dahl, Janis Paige. TV Hour (Tues. 9:30 p.m., ABC). H'estward the Sun, with Jackie Cooper,

Brenda Bruce, Richard Ney, Kraft TV Theater (Wed. a p.m. NBC). Margaret Wycherly in The Gate.

Kraft TV Theater (Thurs. 9:30 p.m., ABC). John Galsworthy's The Apple-

SCHOOLS CHURCHES BUSINESSES HOTELS INSTITUTIONS VETERANS' FRATERNAL

NEW Samson FOLDING BANQUET TABLE Provides More Strength With Less Weight!



ere, for the first time, is a banquet table that combines real strength with lightness and portability! The new Samson Folding Banquet Table has strength to spare, yet is relatively light in weight easy to set up, carry, stack and store! Damage-resistant top-in choice of Micarta or Masonite-is a breeze to keep clean!

Sturdy tubular-steel legs won't fold accidentallythanks to the Samson safety-30° wide. Now-at your Samsor NEW, HEAVY-DUTY

VINYL ON SAMSON HENOLSTERED CHAIRS!

50% heavier vinyl material

YOUR No. 1 BUY IN ALL-STEEL FOLDING CHAIRS!

- · Comfort-Contoured
- Design Tubular-Steel
- Construction · Chip-Resistant





Public Senting," 4sk vont Samson public senting distributor about special low

and for free, helpful booklet, "How To Save Money Ox

SHWAYDER BROS., INC., PUBLIC SEATING DIV., DEPT. A-N, DETROIT 29, MICH. Samson Folding Chairs Are Used By Schools And Churches Everywhere

BUSINESS

STATE OF BUSINESS Recession: Date Postponed

The best advertised recession in history was also turning out to be the hardest to recognise. Said the National City Bank of New York, in its monthly business letter last week: "Those who have looked to the fall season as a testing period for predictions of a business downturn will find lift life in the record of October to support pessimistic projections . . The date of the much advertised recession must demand the control of the more divertised recession must be made advertised recession must be made and the ma

The Commerce Department last week reported that during September personal income was at an annual rate of \$286 bilscant \$1 billion below the August level. October construction, both public and private, was highest for that month in history, and total construction for the first ten months hit \$29.1 billion, up 7% from 1952. As more good earnings and sales reports rolled in, the stock market continued its eight-week rise, sending the Dow-Iones industrial average climbing up to 278.83, the highest since last spring. Commodity prices edged up also, extending the almost steady rise in wholesale prices from the two-year lows reached in April.

Nevertheless, there were still signs of weak spots in the economy. Business in-ventories crept up \$600 million during September to a record \$75.7 billion. in spite of the efforts of retailers to trim their stocks. There were also scattered production cuts, and layoffs, and some price cuts to relieve overstocking in gasoline, shoes, television sets, automatic.

washers and refined sugar. But from the standpoint of the whole economy, such cuthacks were not large,

Looking ahead, 100 top industrialists from 30 states, polled at a meeting of the National Association of Manufactures, were all but unanimous in predicting that there will be no serious downturn. Sixty expect business next year to be good, 30 think it will be fair, and only one is looking for a slump.

AUTOS

Eye Appeal

In the horsepower race. Chrysler leads the field: its 1954 cars now on dealers' floors have the highest (235) of any U.S. production models. But the one thing Chrysler products have lacked is the slick body styling of Ford and General Motors. Last week there were signs that Chrysler is turning from throttle to eye

On view in Detroit went two new experimental cars, the DeSoto Adventurer and the Dodge Firearrow, both designed by Chrysler and hand-built by Italian Bodymaker Ghia. The DeSoto is much like Chrysler's D'Elegance coupé, also hand built by Italy's Ghia, which was first shown last year-a simple, squarish grille, sweeping lines, and not too much cluttering chromium trim. But the Dodge is a brand-new car. Designed as a twoplace sports car, it hugs the road like a lizard, features four headlights and a horizontal, propellerlike rub rail sweeping entirely around the car. Chrysler has no idea of mass-producing its new cars. but it did say that some of the graceful designs may find their way into future Chrysler products.



From the major banking houses and money dealers in Europe last week, tables went out to England checking a runew, and the control of the cont

Ornoments & Questions, Although this a small amount, the news of Russian selling was enough to drive gold down to \$8,555 an oz., he lowest price since the war, and only a shade above the official price of \$3,25 an ounce. South Africa, which ments, found the subterfuge no longer worth it; the cost of fabricating the ornaments dissipated the profit. South Africa amounced that it would sell production open amounced that it would sell production of the world market, something Australia, have been doing since 1957.

To the big question why Ruses 1952.

To the big question why Ruses had sold gold, the best answer was that it had run short of both sterling and European currencies to pay for its normal trade across the Iron Curtain. In trade with continental Europe alone, the Soviet bloc has run a \$15 million deficit in the first seven months of the year v. a \$1,3 million surplus last year.

Hoarders & Health, Actually, the Russian sales only accelerated a decline in gold prices that has been going on for months. Partly, the decline was caused by the fall in commodity prices generally. For example, tightfisted French farmers are getting less for their wheat and wine. thus are able to buy less gold to hoard away in secret hiding places. The decline in gold prices was a heartening sign of European economic health. With inflation no longer a serious problem, hoarders were not only less eager to convert their currencies into gold but they were actually releasing considerable amounts of it. In the first half of this year, the non-Communist world's legal gold stocks increased by \$800 million although only \$425 million worth of new gold was produced.

and worth or new good was produced, and worth or new good was produced, in gration, was the drop, in gold prices a serious worry to the government. There so many distrustful citizens have gold coins tucked away in tissue-paper wrappings that the government cannot afford to let prices fall too far. As gold Napoline to the prices fall too far. As gold Napoline lowest prices since 2,345 cms. (§2), of France quietly began buying coins to help support the market.



Dodge's Firearrow

After the horses, a road-hugging lizard.

TIME CLOCK

INSURANCE

Parkinson Out

Behind locked doors last week, directors of Manhattan's Equitable Life Assurance Society met to perform an unpleasant joh: the ouster of Chairman Thomas I. Parkinson, 71. They did not have much choice. State Superintendent of Insurance Alfred I. Bohlinger, who had brought out a report charging Parkinson with "nepoin handling the society's affairs (TIME, Nov. 9), threatened to get a court order to remove Parkinson. After twelve hours of debate, the board found a facesaving way to satisfy the state's insurance superintendent, allow Parkinson to get his retirement pay (\$34.836 the first year, \$29,868 the second, and \$24,900 thereafter). They passed a resolution "confirming Parkinson's decision to retire (made before the trouble started but since withdrawn), effective when his term as chairman expires next February.

ADVERTISING

"There's Nothing Immoral . . . "

Do the graduates of girls' collegee hand joba the wrong way? Bernice Flats (diblom, advertising director of Manhattan's Gimbels department store ("Nobody but nobody undersells Gimbels') thinks they do. Last week, speaking in Manhattan to the denns and placement directors of 1 cowmen's colleges. Adworms Flats Gibbon, women's colleges. Adworms Flats Gibbon, gave them some breezy advice on jobhusting.

First, "the began, "aim high in your appeal. Get in touch directly,", with the top industrial ginnts. You know, "someone who can take three hours for lunch. . Now what is that type of employer looking for in a secretary? Shorthand speed? Dependability? Industry? Don't be stilly? First and forement, he's looking for a LOOKER. . Of course, this prescognishes with pudchristode on the procession with pudchristode to the sand high-minded, but there it's a course of the course of

. . . It's sex. You can't fight it.
"Now, what to do? Well, you select an
appetizing package with a good profile all
the way and a face like an old Gainsborough . . You might develop a few
slogans to put across your more exciting

HERE'S HOLYOKE'S HOTTEST . . .
HANDLE WITH ASBESTOS GLOVES
BARNARD GRADU-ATES
HAVE THE EQUIPMENT
SMITH GIRLS ARE GIRLLER GIRLS

"Does this mean that every top executive . . . is a lecherous old wolf? . . Of course it doesn't. Your graduates will be perfectly safe . . . But it does mean that your intelligent, attractive girl will have a well-paid job till she marries . . Your lovely looker will move into a stuffy ty-

coon's office and unstuff the stuffy."

The big trouble today, concluded Ad-

GENERAL Motors Corp. has made a deal with Kaiser Motors Corp. to pay \$2,000,000 for its interest in sear bought from the Government of \$15 million with a down payment of \$15 million with a down payment of \$15,0000 and yearly payments along the control of \$15 million with a down payment of \$15,0000 and yearly payments, and yearly payments and yearly payments and year of the plant, is easily sear of the plant, is ready leases part of the plant, is ready leases part of the plant, in Section 10,000 and 10

TIOWARD Hughes, ordered by the Government in 1948 to choose between his RKO moviemating company and his theater chain, ing company and his theater chain, by the company of the company of

BUYERS' markets will mean the biggest advertising campaigns in history, with an estimated \$8 billion to be spent in 1954. Westinghouse Electric Corp. will probably spend more than its usual \$30 million: U.S. Steel Corp., Shell Oil Co., Sears, Roebuck and Co., Pan American World Airways, Inc. all expect record budgets for the new year.

NO charge for alterations" may soon be a vanished phrase. In Chicago, three big retail stores, headed by Marshall Field & Co., have joined a growing trend toward charge, joined a growing trend toward charge fees: \$5 to raise and shorten a collar, \$10 to reset a sleeve or refit shoulders. More big-city stores are expected to follow suit.

POST Office management may soon be reorganized to cut out an estimated 90% of the administrative correspondence, reports, etc. that now swamp Washington headquarters. Postmaster General Arthur E. Summerfield wants to eliminate the dependence of his 41,000 local post-

woman Fitz-Gibbon, is that too many college placement bureaus never dream of putting their brightest liberal-arts graduates into "lush" secretarial jobs or the retail-store business, but send them into fusty, dusty publishing houses . . . I think the reason you people steer them there-one college places a full third of its graduates in jobs of that type-is because of our American Puritanical background. If it was hard and dull and didn't pay much, it was good for you, and the harder and duller and littler it paid, the more respectable it must be. I don't agree, There's nothing immoral about getting into the big money. Sophie Tucker said: T've been poor and I've been rich. And believe me, rich is best,"

masters on Washington for decisions on such things as personnel matters and operational problems, and set up semi-autonomous regional offices. A pilot office will open in Cincinnati next week to test the plan in nine districts in Indiana, Ohio and Kentucky.

FEDERAL licenses will cost more neat year. Budget Director Joseph M. Dodge is ordering a general price increase on all 160 classes of licenses (airline operating certificenses) (airline operating certificenses) (airline operating certificenses) (airline operation of the licenses bring in \$2.00 million a year in fees but cost the U.S. \$50 million to hand out.

GENERAL Robert E. Wood, 74, who has been hinting at retirement for years, is expected to step down as chairman of Sears, Roebuck and Co. sometime next year. Probable successor: Vice Chairman of the Board Theodore V. Houser, 61, an electrical engineer who went to work for Sears in 1928.

TOOTHPASTE advertisers got a Dental Association, which said that "inconclusive or incomplete research reports" have been used by "commercial interests to mislead the general public," because there is no evidence that any toothpaste on the market will prevent tooth deazy.

PROSPECTORS for strategic 90% of their exploration costs paid by the Government, will get less help from now on. The list of critical minerals has been cut from 19 to 14, and the exploration subsidy for such minerals as cobalt and uranium has been trimmed from 90% to 75%.

DENATIONALIZATION may soon sattend to two more industries in Britain. Queen Elizabeth in line with what the Tory government wants, has asked Parliament to authorize a commercial TV network to compete with the government controlled BCs, and to reopen the the system of central buying by the official Raw Cotton Commission.

SELLING

Caveat Venditor

The Kentucky court of appeals last week handed down a decision that was enough to give pause to used-car dealers. The court ruled in effect, that a used-car dealer must tell his customer about defects in a car that "make it a menace to the public," or else be liable for any damage the car may cause.

The case involved Gaidry Motors, of Lexington, which sold a used car to William Hensley. He drove it 14 blocks, and as he stepped on the brakes approaching an intersection, the brakes grabbed and locked. The car skidded wildly into a curb and struck a pedestrian, Albert Bran-

THE BUYERS' MARKET.

Will Prices Or Production Be Cut?

AFTER years of effortless selling, a hupers market has returned in some industries; in others, it is just around the corner. It is a strange kind of buyers' market, coming, as it does, in the midst of what is still a boom economy. For businessmen it raises an important question. When sales drop, line with sales, or should prices be cut leep sales up with production?

The problem of price cuts s. production cuts is not a simple, either/or proposition. There are many other ways to counteract falling sales, among them the introduction of new or improved products, harder selling, more advertising, a switch to lower-priced lines. As manufacturer of lipstick cases, for instance, can substitute sweet for more expensive brass in his product, a TV-set pensive brass in his product, a TV-set show the product when the product of the product of the counterprise shows product wishlip usafing others.

But when all of these methods have failed to stimulate sales, businessmen in recent months have usually cut production, rather than trim prices in an effort to boost sales. This philosophy is well exemplified by International Harvester Co., which has already felt the pinch of a 7,6% drop in sales. In the last six months, Harvester has trimmed production and laid off 20% of its workers, rather than cut prices. Harvester President John L. McCaffrey feels that, with farm income down and farmers well stocked with machinery. no new buyers would be lured in by a price cut, even one as big as 10%. Instead. McCaffrey's program is "to turn out new farm machines that are so much improved over existing models that a farmer cannot afford not to buy them."

Businessmen put production cuts ahead of price cuts for several important reasons. One of them-and a good one-is that in the supercharged U.S. economy, there are many obsolescent, high-cost plants in operation. As long as they operate, they help keep prices up, dissipate the advantages of efficient plants. The other arguments. that sky-high wage and material costs make price cuts impossible, are not so easily defended. While high wage rates are frozen into the economy, the prices of many materials are already melting. and commodity prices, in general, are more than 5% below their highs of two years ago, Furthermore, as a result of the \$73 billion spent on new plants and equipment in the last three years, the productivity of the U.S. industrial machine has increased, counteracting, to some extent, the wage increases.

In the case of industrial giants such as General Motors, price cutting raises special problems. Since G.M. increased its profits to a record level this year. while the profits of such competitors as Chrysler, Studebaker and Hudson were dropping, G.M. might well be able to cut its prices substantially. But G.M., with 46% of the entire auto market already, might thus increase its share to 50% or 55% and drive the independents out of business. Under such circumstances, G.M., already under investigation by the trustbusters for its ties to Du Pont, might face an antitrust suit on charges that it sold too cheaply. (The Great Atlantic & Pacific Tea Co. is now on trial on charges, in effect, that it sold too cheaply, thus drove competitors out of business.)

Actually, while U.S. industry has always been quicker to cut production than prices in times of slump, it has usually followed a directly opposite policy over the long run, on the theory that the lower the price, the wider the market. Auto dealers are once again proving the truth of this maxim, Loaded down with new cars, they have kept sales up by offering big discounts and trade-in allowances. In similar fashion, while many appliance dealers are loaded up with hard goods, the discount houses in the big cities have proved that they can move mountains of appliances by cutting prices-and still make a good profit doing so. In short, unofficial price cutting in some industries has been the reason production has stayed so high.

The chief argument for prise cuts before production cuts in that production cuts mowhall, i.e., a worker who is laid off must cut his prochases all down the line, thus affecting dozens of industries. On the other hand, a price cut affects only the individual company and possibly its succholders. However, with corporate profits at close to an all-time high—and the death of the excession of the compositions should be able to train prices without endangering dividends.

The danger is that companies may wait too long. It sales fall off and they out prices as a last resert, the drop is liable to scare off, rather than lure in the consumer. When prices are falling, occlet, in the belief that goods will get still cheaper. On the other hand, if businessmen cut prices at a time when sales are good, they will persuader culculant consumers to spend. It is one story that so many businessmen cut so that so many businessmen are worried about.

non, crushing his left leg. He sued Gaidry Motors.

A leak in the grease cell of a rear wheel and caused the brakes to lock, the court said, and Gaidry Motors knew about the leak, because the man who sold them the car told them about it. Thus, Gaidry Motors awarding St.14-80.95 to Brannon, the court said: "The used-ear dealer is in a better position . . . than his average customer to discover what defects might exist in any particular car. . . It is not too harsh a rule to require these dealers to use reasened to discover what defects might exist in a rule to require these dealers to use reasened to discover these defects, before results to discover these defects, before

CORPORATIONS

The Automatic Pin Boy

At the Jewel City Bowl in Glendale, Calif., 300 spectators gathered for an unto watch bowlers but machines. As a bowler sent his ball crashing into the tenpins, the ball hit the cushion, set off an automatic switch. Almost before a spectator could say "Strike," an intricate machine swept the alley clean of pins, set them in place on a rack, dropped a second set of pins into place, and sent the ball back to the bowler. It was an impressive demonstration of the American Machine & Foundry Co.'s new automatic pinspotting machine, in operation for the first time on the West Coast. Last week Jewel City totted up the results of its first two weeks with the pinspotters; business was 20% better than it had ever been before. Said Proprietor Hugo Kohn: "Yessir, it looks as though these machines will revolutionize bowling.

There was no doubt in the mind of A.M.F. President Morehead Patterson that the machines would do just that. Bowling is already the fastest-growing participation sport; the machines should give it a big boost. They not only replace hard-to-find pin boys but they enable bowling alleys to stay open 24 hours a day, a big advantage in industrial communities where teams on different shifts bowl round the clock. Already A.M.F. has installed more than 800 in bowling alleys, plans to step up production to 250 per month next year. Even so, it will take years to supply the 60,000 U.S. alleys, especially since new ones are being added at the rate of 2,500 a year. By renting its pinspotters for an average of 12¢ a game (about the same cost as pin boys), A.M.F. expects to gross \$22 million a year from the machines by 1960.

Confortable Guthon. The pin-spotter is also symptomatic of the revolution that has taken place in the American Machanish de Foundry Co. Formed in 1900 as the cigarette machine-making subsidiary of James Duke's tobacco trust. A.M.F. became an independent firm after the trust as broken up in 1911. Under the presidency of Rufus Lenoir Patterson, who had been an American Tobacco Co. Vice president. A.M.F. was able to charge the first Gigottin in the field. A.M.F. was able to charge the



Either Way You Figure It ...

MONROE has the Adding Machine for YOU!

With the addition of the newest in modern 10-key adding machines to its matchless line, Monroe offers every business the model best suited to every need. Whatever your preference—whether it's the full keyboard or 10-key type—Monroe has the machine that, dollar-for-dollar, gives you the best value. And whether you choose the full keyboard or 10-key, your operators will agree on this—Monroe has

the lightest, gentlest, fastest keyboard on any adding machine! Either way you figure it, a Monroe does a better job.

Here's a new thought: Why not try both types in your office at our expense? Then you and your operators can pick the Monroe that does the better job for you. Call the Monroe Branch listed in the Yellow Pages of your telephone directory.

Operators Who Know . . . Prefer MONROE

MONROE CALCULATING MACHINE COMPANY, INC.
General Offices, Orange, New Jersey



Fence sitter?

THESE days, that could be nearly any average investor. He doesn't know quite what to do—so all too often he just doesn't do anything.

And that's bad.

Because, if you gather the available facts about almost any industry, company, or stock and study them carefully, you'll find they usually point pretty clearly to one side of the fence or the other—to some decision you should make.

If you'd like to measure the stocks you own against such a standard we'll be glad to supply the facts.

Just write us a letter—give us all the facts about your financial situation, your security holdings, your investment objectives — and we'll tell you what looks like the best course to follow. There's no charge or obligation, whether you're a customer or not.

Simply address your letter to-

WALTER A. SCHOLL Department S-64

MERRILL LYNCH, PIERCE, FENNER & BEANE

70 Pine Street, New York 5, N. Y.
Offices in 105 Cities

Service for the homes things in life!

entire cost of the machine (about \$4,800) upon installation, then collect a royalty of \$1 for every 1.000 cigars produced. The company then expanded into bakery machines and specialized sewing machines, many of which it also rented out.

Morehead Patterson (Yale 'so, Oxford, and Harvard Law School 'a) Joined his father's firm in 1936 after he had taken a non-eyar fling at the law. He watched the company, with its cushion of royalties, sail through the Depression, paying dividends every year. But he decided that no company could expect to live on its patterns forever. Says Patterson: "We could be a support of the company of the decided that the company of t

for a new machine for a relatively unmechanized market. A.M.F. got the patent rights for a crude model of a pinspotting machine from Fred Schmidt, the inventor, even though nobody before had ever succeeded in perfecting such a device. Finally, after 14 years, a satisfactory model was produced.

But when the pinspotter was well along, Patterson saw that one more royalty-producing machine was not enough. The wild swings of the machinery industors are more than the production of the production of the consumer products. Furthermore, A.M.F. was shocked to discover that it was not good enough to get prime war contracts, but only subcontracts. The average age of the engineering staff was 55 years of the panies in that position have died of hard-panies in that position have died of hard-

ening of the arteries."

In 1948 A.M.F. began to diversify with

a vengeance, sending scouts around the country to find companies for sale. A.M.F. investigated more than 400 companies, to sale. A.M.F. investigated more than 400 companies, to solve the companies of the companies of the control of the companies of the companie

Co. (electrical motors and equipment). Automatic Baker, A.M.F. not only got a wide range of consumer products but its engineering staff has expanded from 100 men in 1945 to 1,300 today, and is good enough to land prime defense contracts. Of the company's \$100 million backlog, 80% is in defense orders, Gross sales rose from \$16,700,000 in 1046 to \$105,800,000 last year, reached \$106 million in the first nine months of 1953, half in defense orders. In almost every case. sales of subsidiary companies increased after A.M.F. took them over, And, though the company's outstanding stock was increased when new shares were issued to

* The pinspotter has about 1.300 parts, about half of them moving.



A.M.F.'s PATTERSON He bowled a strike.

buy up companies, earnings per share climbed from \$1.05 in 1946 to \$2.05 last year, will go higher in 1953.

But Patterson, now 56, is not through expanding, is still brimming with new ideas for new machines. The most startling: an automatic bread mixer which will take in flour, milk, etc. at one end, send loaves for baking out the other.

SHOW BUSINESS

Bleary-eyed from 3-D and other new projection systems, and suffering from the collywobbles of TV competition, some 1,000 movie theater owners met in Chicago's Conrad Hilton Hotel last week to



MECHANICAL PINSPOTTERS
They revolutionized an industry.

FOR BUSINESS AND SCIENCE

Much of the popular talk about "giant brains" has actually obscured the work which electronic computing systems are doing now ... to answer the pressing problems of business record keeping and control as well as scientific and mathematical computations.

An electronic computer system can a process a large volume of data faster and more economically than any other method. Only one operation is required for a complicated program of computing, selecting and filing information. Boutine decisions can be made automatically on the basis of instructions given the system. Exceptional conditions requiring management attenion can be automatically similar to the control of the control of the control of process of the control of the control of management attention can be automatically similar to conditions requiring management attention can be automatically similar.

Remington Rand presents here some practical electronic devices which may be applied profitably today by business and science.

HIGH-SPEED TALLYING

This Factoric storage system is a new Remington Rand development. For John Plain & Co., a large wholesale mail order firm, it produces put-at-her-minute inventory analysis by item under the most demanding conditions of seasonal and abiliing demand, Just, ten order clerks—workga at 1-kes, impossible accurate tallga at 1-kes, impossible accurate tallgram memory—ean provide accurate taller and the state of the state of the comment ex-valiable complete railies each day or anytime needed; and accommodate approximately 80,000 order lines per day.

PLINCHED CARD COMPUTERS

New standards of speed and simplicity in punched-card-procedures have been set by our new Punched-Card Electronic Computer. This system eliminates many time-consuming operations on other machines... produces complete cards which are ready for immediate tabulation of records and reports.

BIG ELECTRONIC COMPUTERS

Remington Rand offers two distinct families of big computing systems: 1) The UNIVAC all-purpose system is designed primarily for business record keeping; 2) the ERA 1101, 1102 and 1103 general purpose systems are designed for scientific or mathematical computations.

SOLVING PROBLEMS TODAY!

Right now, electronic systems are working economically on such practical tasks as—billing and accounting, statistical reports and forecasts, planning studies and scheduling, production and inventory control, payroll and cost accounting records, pricing analyses, engineering design and many data-reduction applications.

Outstanding UNIVAC features are; processing of alphabetical as well as numerical data without special coding and decoding operations; high level in our control of the cont

ERA systems have an enviable record for high-speed solutions to complicated mathematical problems such as data reduction, systems simulation, planning studies, and control in real time. The new ERA 1103 provides very high internal speed, large storage capacity, and flexibility to surpass other systems of the same character. The 1103 also provides very high transportation of the same character. The 1103 also provides very high transportation to the same character. The 1103 also provides very large storage capacity and flexible transport to the same character. The 1103 also provides very large very l

CUSTOM-MADE SYSTEMS

Air traffic control is just one example of the many special purpose electronic computer systems, created by Remington And This high-goed system receives via teletype such flight facts as: departure time, destination, route, feel foad, paylond, and other pertium, elements, or special policy, and other pertium control to the control to

conditions. The system completes the process by teletyping the required results back to the sending station . . . without human handling.

SYSTEM DESIGNING

Remington Rand specialists analyze your needs in scheduling, process control, machine control, inventory control, data reduction, automatic filing, or other problems. A system may be created for you from standardized "building block" components, or we can make components to meet your needs.

COMPUTING SERVICES

Through two electronic-computing centers, Remington Rand offers you the advantages of the UNIVAC and the ERA systems on a service-bureau basis. The centers have solved problems of such diverse types as complex accounting and record Keeping, involved statistical and personnel studies, and cross-indexing of complex catalogs, books, and timetables.

One of the recent jobs handled by the UNIVAC center was a study of seasonal sales patterns and advertising timing. The Bureau of Advertising wanted a projection of 1954 monthly buying trends for 38 specific lines of merchandise in stores across the nation. To do the calculations on this series of 356 trend lines with desk calculators would have taken about 300 man-hours. UNIVAC made all the calculations in just 3 and ½ minuted.

Let us show you how to save time and money on one-time jobs, deadline jobs, unusual jobs, and even routine jobs.

MANAGEMENT SEMINARS

Through training courses. Remington Rand will help you learn how to go had will help you learn how to go had you learn how to go had you will have a support the computer system needed—including choice between our rental or purhase plans. Remington Rand will also train your employees to operate the system efficiently. For more inference of the purpose of the purpos

REMINGTON RAND INC.



does a HAND-MADE

fork truck cost ?

Frankly, we at Clark can't tell you how much a hand-made fork truck costs. More than any other fork truck manufacturer, Clark utilizes mass-production facilities and techniques. Which means that only Clark is able to pass on to its customers the maximum advantages and economies of mass-production.

What advantages? Take repair parts, for example. How long would you have for example. How long would you have to wait for your car to be repaired, if every part had to be hand-made? Same way with fork trucks: Clark's mass production means that service parts are readily available, stocked by Clark dealers in every section of the country.

What sconomies? The economy of massproducing for truck frame-samehiles, for example, which average ½ inch to ½ inch thicker (and stronger) than other manufacturers. Mass production of fork truck components, including transmissions and azlee by Clark's own Automotive Division, means that Clark can (and does) give you a better truck at no more cost (and often less).

MORAL: For quality and economy in a competitive system, you can't beat the mass-producer. That's why you can't beat Clark Equipment.

Industrial Truck Division
CLARK EQUIPMENT COMPANY

CLARK

BATTLE CREEK 74, MICHIGAN

look into a fourth dimension: the future. What they saw depended on who was in the projection booth.

Twentieth Century-Fox President Spyrose P. Skouras, there to boost Cinema-Scope, flashed a gloomy picture on the screen, Said he: "Over 6.000 theaters have been closed since 1946, Don't be misled. What happened to those people can happen to you . . Television is the greatest enemy the industry ever had."

From one of their own kind, however, the theater owners got a brighter image. Said Leonard H. Goldenson, president of American Broadcasting-Paramount Theater of the their control of the the their control of the their control of the their control of their contro

Which of the new projection systems will win out-3-D, CinemaScope, Cinerama or some new system? Most of the theater owners thought that no one system will dominate the field, but that theaters will be equipped to handle a variety of projection methods depending on the film, Harvey Fleischman, district manager of the Wometco theater chain (32 theaters) in southern Florida and the Bahamas, summed up; "Cinerama, because of the size of its equipment, is impractical for most theaters. It will be confined to special productions in certain hig houses. CinemaScope is impractical for some small theaters, fine for the larger houses. Threedimensional films are finished as a novelty, but people will buy 3-D if the story is pleasing. And good movies will still be made in standard 2-D."

AGRICULTURE

Pyramid in the Sun

Under a bright California sky last week, some 500 fruit growers, packers and distributors gathered in the small town of Corona near Los Angeles to have lunch, dedicate a new building, and listen to some statistics. The building was an \$8000-000 freezing plant and warehouse built to store more than 1.250,000 cases of Sunkist Growers. Inc.'s newest product, Sunkist converse to the control of the

For the growers in Coans, the success of Suskist's new lemonade concentrate meant more vitamins for the growth of the world's largest food cooperative. Since 1893, when a few growers took the name 1893, when a few growers took the name to the co-op has blossomed into a huge pyramid with a lase of 14,000 growers and an apex of hired managers who run the business. Not many of Suskist's growers own more market about 75% of all the citrus fruit in California and Arizona—28,600,000

WHY WALL STREET JOURNAL READERS LIVE BETTER

By a Subscriber

I work in a large city. Over a period of time I noticed that men who read The Wall Street Journal are better dressed, drive better cars, have better homes and eat in better restaurants.

I said to myself, "Which came first, the hen or the egg? Do they read The Journal because they have more money, or do they have more money because they read The Journal?" I started asking discreet questions.

I started asking discreet questions. I found that it works both ways. Men who are well off have to have the information in The Journal. And average fellows like me can actually win advancement and build up increased incomes by reading The Journal. How do I know? Because not long ago I sub-scribed to The Journal and it has put me ahead already.

This story is typical. The Journal is a wonderful aid to salaried men making \$7000 to \$20,000 a year. It is valuable to owners of small business concerns. It can be of priceless benefit to ambitious

young men.



the way thousands of physicians and dentists recommend.

HERE'S WHY ... Ansein is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-losting relief from pain of headache, neurolaio, neuritis than Anacin tablets. Buy Anacin® today

TRUANT

If you're enrolled in the school of hard work, now is the time to play hooky—and here's the place.

CHALFONTE HADDON HALL
on the Boardwalk, Atlantic City, N.J.
Operated by Leon & Deprecet Co. for 63 years
when for inharted relative to

102



From bus depot to smart store without major alterations! That's the way architects Burke, Kober and Nicolais planned alterations to give the Atkins Company a modern store in

San Mateo, California—for a modest budget. Bus and car openings of the old building became show windows. The customer entrance was cut right into the existing wall. New

wrinkle in merchandising was an "island" show window (not shown), in front of and physically separated from the store, which encourages window shopping.



The value of the Architect

He can help you make a smart apparel store out of an old bus depot—on a low budget. He can design a line of moderate priced homes that's a boon to the merchant builder.

The modern architect is right at home in today's cost-conscious market.

The care with which he handles your dollar deserves to be as well known as is his feeling for design. The San Mateo. Californie, store and the Seattle house you see pictured on this page are two cases in point. They're typical examples of the sort odlar-wise work that's being done today in all

building fields, in all parts of the United States.

The modern architect brings to any project a vast knowledge of design and construction technique. And he is able to draw upon the many skills of professional engineers for specification and installation

of all types of modern mechanical equipment, When you're thinking of building or remodeling,

call in an architect at the earliest planning stage.

This page is published in the interest of all who are considering construction, that they may experience the advantages of professional advice, as they strive toward better living, better working.

Honeywell contributes to this effort by producing fine automatic controls for heating, ventilating and air conditioning systems in the nation's homes and commercial buildings; for industrial processing; for ships, planes, trains and buses.

Minneapolis-Honeywell Regulator Company

The trim home below is typical of homes architects Grainger, Thomas and Baar have designed for Seattle builder Albert Balch. In recent years builder Balch has constructed more than 3,000 homes, nearly 1,000 of which have been designed by the architectural firm. Prices of Baleh homes range from \$7,000 to \$40,000. Built to take advantage of natural

settings, the houses have quality construction and a great deal of variety, yet can be sold at reasonable prices because they retain the economies of standard sizes and basic floor plans.





each year-and run a \$500 million business. After all expenses in its '51-52 season, Sunkist returned to growers a total of \$167 million, and the co-op expects an increase of up to 20% when the figures are in for the fiscal year just ended.

A typical grower at last week's dedication was Paul R. Daggs, a spare, twinklingeyed man who lives in Upland, Calif. and has 25 acres of lemons and oranges a few miles outside town. After Daggs sprays, irrigates and fertilizes his fruits, the co-op will pick, sort, grade and market about 16,000 boxes of oranges and lemons for him. They should bring approximately \$150,000 on the market and, after all expenses, leave Daggs with a \$15,000 profit for his year's work. Daggs sometimes com-

boxes of lemons, oranges and grapefruit



SUNKIST'S ARMSTRONG His ideas bore golden fruit.

plains about the heavy pyramid over his head, but he wouldn't market any other way. Says Grower Daggs: "You just can't argue with results

Buddha & the Lemons. The man who carries most of the weight of the organization is a heavy-set grower named Paul S. Armstrong, 61, who looks like a benevolent Buddha, As general manager of Sunkist Growers. Inc. since 1931. Armstrong has the job of coordinating 175 little packing associations, each with its own packing plant, setting advertising and research poli-

cies, and devising new citrus products. Some of Armstrong's ideas have borne golden fruit. Sunkist was the first to can or bottle any kind of citrus product (orange juice) in 1933, and was the first to go into volume production for the retail maressing business nets more than \$36 million a year from juices and frozen concentrates. Even the waste is used to make such citrus byproducts as citrus pectins citric acid and lemon oils. Florida grows more oranges, but California and Arizona have the lemon business practically to





smack in mid-Manhattan-saves you taxi fares and is so convenient you can get your work done quickly. Add to this our competitive rates, our tip-saving Servidor, our private tunnel to Penn Station . . . well, it's a rare comptroller who casts a jaundiced eye at an expense account that lists the Hotel New Yorker.

PHILLIPS

MILK of MAGNESIA

TABLETS

 As delightful to take as candy mints, peppermint-flavored Phillips Tablets are made from one of the lastest, most effective stomach sweeteners known—and bring almost instant relief from acid indigestion with its accompanying upset stomach and heartburn. Carry the handy pocket tin with you at all times! 30 tablets-28£.

PHILLIPS TABLETS

SETTLE

FLAVORED

HOTEL

New Yorker

Frank L. Andrews, President

JACK DANIEL'S

the famous Tennessee whiskey that is charcoal-mellowed BEFORE it goes into barrels.

BY CHOICE: 90 PROOF Black or Green Label

JACK DANIEL DISTILLERY Lynchburg, Tennessee

themselves. Sunkist grows 8:5% of the mation's total. is converting poer-grade orange orchards to lemons by grafting lemon branches on full-grown orange trees. Though oranges are still the biggest part (7:5%) of the co-op's business. Armstrong's lemonade business takes all the farmers grow. "And the nicets part of the whole thing," says Armstrong, "is that these sales haven't burt sales of iresh these sales haven't burt sales of iresh

lemons. They've been growing too."
Suburba & Smog. Nevertheless. the
co-op has its troubles. Steadily growing
industrial suburbs have cut some 30,000
acres off the California citrus growers'
overtherd since World War II. and California's oranges have been getting smaller
over the past few years. Sunkist's researchers are at work on the orange mysthe lack of rain, or some unsumed malady
the lack of rain, or some unsumed malady
the lack of rain, or some unsumed malady
the problems, as they have others in the past.

GOODS & SERVICES New Ideas

TV Banking. The New York Savings Bank began remote control banking in its Rockefeller Center Branch, where tellers use closed-circuit television to check signatures and account balances kept at the main office. Because records are centralized, the branch needs only half the usual working space, hopes to be able to cut

Tiny Titen. The first commercial transistor powerful enough to replace vacuum tubes in control devices for industrial machines was announced by Minneapolis-Honeywell Regulator Co. The size of a thimble. It is 100 times more powerful than any transistor yet available, said Honeywell, can haddle 20 watts of current.

Sturdy Stopper, Virginia's Highway Commission has bought 10,000 plastic traffic signs from General Tiroc & Rubber Co. for use on its roads. Lighter and tougher than steel, yet only one-eighth to one-tenth inch thick, the plastic signs withstand the attacks of man and nature better than metal ones.

the best of the state of the st

Cool & Dry, Westinghouse Electric Corp, showed off five room air conditioners, its first in eleven years, priced from \$3,20 to \$595. It also demonstrated a new electric debumidifier that plugs into any 115-volt socket, removes up to 3 gals. of water from 10,000 cubic ft. of air each 24 hours, also doubles as a space heater in cool weather, Price: \$160. This new issue of Common Stock is being sold to the general public by a number of investment bankers, including the undersigned. The offering is made only by means of the official Prospectus.

NEW ISSUE

Glenn McCarthy, Inc.

Common Stock (Par Value \$0.25 Per Share)

Price \$200 Per Share

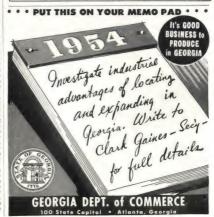
You are invited to ask for a Prospectus describing these shares and the Company's business. Firms qualified to do business in your state will be glad to give you a copy.

UNDERWRITER

B. V. CHRISTIE & CO.

First National Bank Building Houston 2, Texas

Established in 1915



PAGE FENCE

· AMERICA'S FIRST WIRE FENCE ·



VI Could you JIIGHIE
yoursell if ships to safequard properly
resulted in loss? After all, and properly
resulted in loss? After all, and properly
resulted in loss? After all, and properly
composition of the property of the property
composition of the property of the property of the property
composition of the property of the prop

PAGE FENCE ASSOCIATION - Monessen, Pa.



SM tubine

SOLVES PRICE AND
PRODUCTION PROBLEMS
For the passage of liquids and
gases, or as part of the mechanical
structure, GM Steel Tubing is helping hundreds of manufacturers to
improve quality, speed production,
and cut costs. Why not you?

ROCHESTER PRODUCTS

CINEMA

Og, Gog & Magog

Racing to get their horror pictures to moviegoers. two producers ran head on into title trouble last week. The opponents: Albert Zugsmith, producer of a forthcoming work called *The Great Green Og*, and Ivan Tors, producer of *Gog*.

Og is described as twice the size of a man, has green blood, and rules the planet Aphrodite. Gog is an aluminum, electronically controlled mechanical slave with five arms. He moves about on a treadmill like a tank, and, with a chum named Magog, works with atomic material.

After a bloodcurdling production conference. Producer Zugsmith, green with rage, announced: "I registered my title long before Tors got it into his head. We have priority. Tors was planning a picture called Space Station, U.S.A., and he shot it. After he finished it he started to register a new title, Gog, Naturally, I protested the similarity between Og and Gog. We're trying to be friendly enemies about this thing. I even went to a party with Tors the other night. But my feeling is, if he comes out first with Goe, that ruins our title . . . His Gog is a mechanical monster. My Og is a missing-link monster. But they're both monsters, Said Tors: "Gog and Magog were in

my script all along. The original title was Space Station, U.S.A., but the robots were so spectacular that I registered both Gog and Magog as two additional titles."

This week in Manhattan, a Motion Pie-

ture Association committee was busily trying to unsnarl the whole gog-awful mess. If they fail, according to one Hollywoodian, there are only two courses open. Zugsmith and Tors will be forced to 1) join forces and shoot Og Meets Gog, or 2) forget the monsters altogether, since shooting may be too good for them.

The New Pictures Kiss Me Kate (M-G-M) might be sub-

titled "The Taming of the Show." Based on the Broadway musical based on Shakespear's Taming of the Shrew, which was based on an Ariosto comedy based on an old folk tale, the picture is pretty far off any kind of base.

The Broadway show came excitingly to

life because the audience felt itself transported through time to Shakespeare's Padua. The film merely tries to carry the audience back to old Broadway, but somehow, at the final curtain, it is still esthetically blundering around somewhere on the far side of the George Washington Bridge.

The plot, a musical within a musical, with its noisily surrepititious shifts from onstage to off, appears just to heavy and elaborate a vehicle for the camera to prod along. Even so, if other performers had spread the wings of song as grandly as Howard Keel (Petruchio), the picture might have been better.

Handsome Singer Keel, who appears to be a sort of Nelson Eddy with muscles. and is currently Hollywood's leading graduate of the Broadway school of musicomedy, has not only a fine chesty baritone but the chest to go with it. As a blonde actress who plays a petulant Kate in a reddish wig. Kathryn Grayson pouts prettify but looks as though she is never quite sure who she is.

Ann Miller has a lovely pair of legs and tries hard to live up to them. Keenan Wynn and James Whitmore, as the collection agents for a prominent gambler.



KATHRYN GRAYSON & HOWARD KEEL Farther from Padua than old Broadway.

should bring down the house as two of the daintiest thugs who ever did a sentimental buck and wing at the annual pienic of Murder. Inc. The rest of the dances. however. seem overrehearsed—as though the dancers had long since stopped enjoying them. Only the music, some of the very best that Cole Porter ever wrote, is unimpaired; the picture is almost worth seeing just to hear it again.

The Living Desert [Wolf] Drinoy] looks like the start of a grandscale attempt to seduce Mother Nature with a motion-picture camera. Having handsomely reached first base with a few short Sories into the animal kingdom (Beauer Valley, Seal Island, Water Birds, Olympic Elk, Bear Country). Walt Disay has apparently decided to invite the whole creation to go commercial.

In The Living Desert, his first fulllength nature film, he modestly takes a mere quarter-million square miles for his province—the harsh and lovely world of the great American desert. Despite all the petty efforts to Disneyfy what the ages





Born with the Republic ...

still in taste.

Ever since the Bar Cent,

the finest Kentucky whiskey that

money ever bought... JAMES E. PEPPER

The original Kentucky tchiskey (Est. 1780)

JAMES E. PEPPER AND CO., DISTILLERS, LEXINGTON, KY.

TIME, NOVEMBER 16, 1953

THIS FREE BOOKLET CAN HELP YOU BUILD SALES



Profitable uses for View-Master 3-dimension color pictures in business are practically limitless. Since 1939 hundreds of companies have used View-Master stereo color pictures with spectacular results. The new, simple-to-operate View-Master Personal Stereo Camera now makes it possible for small as well as large companies to use this highly effective selling medium...at very low cost. The 24-page booklet pictured above tells how companies of all types and sizes utilize stereo pictures in their business. Write for this valuable booklet and sample 3-D picture Reel...they may suggest a profitable application in your business.

THE NEW

WELLING

Personal

STEREO CAMERA

A BUSINESS INVESTMENT THAT BRINGS EREA



PLEASE send you	SAWYER'S	INC., DEPT. 112 Ways to U	TM PORTLAND	7, OREGO	N sample 3-D	picture Reel
Company Name_						
Address						
City			Zone	State		
Attention of	_					

have dignified. The Living Desert remains a triumphantly beautiful film.

The heauty was caught by the sharp eyes of two fine cameramen. N. Paul Kenworthy Jr. and Robert H. Crandall. who commel for over two years from New Mexico to Oregon, prospecting for pictorial gold. (Sequences were also contributed by Stuart V. Jewell. Jack C. Couffer. Don Arlen and Tad Nichols.) They brought back a pokeful of high-grade nuggets.

As the film starts, the audience looks into a mirage as into a giant's dream; next the camera traces the uncanny pasage of a kind of desert rock that apparently walks by itself when nobody is looking. A little interher on the camera comes in close to watch two common tortoises, and the company of the comp

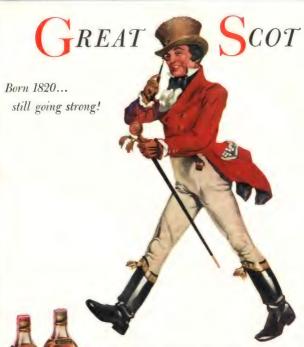
Night falls. A millipede. blown up to the size of a telegraph pole, strolls daintily on paired pedicles into the maw of a hairy trantula as high as a rustic pavilion. The tarantula snaps it up, spits it out-millipedes, it seems, have an unpleasant flavor. And there in the low moon's eye a coral snake bright-braceleted, colls. lashes, writhes in a rapt dance that is mysterious-writhes in a rapt dance that is mysterious-round that it mysterious-round that is mysterious-round that it mysterious

Two remarkable conflicts agitate the last half of the film: one between a tarantula and a pepsis wasp, the other between a have and a rattler. The wasp and the hawk win, the latter after a magnificent struggle. The awful wing and eye, and the cruel tangle of claws, burn an image on the mind that takes more than a few minutes to heal.

The very strength of the destructive images is one of the film's weaknesses. More information could have been presented in a more gracious flow of frames if the editors had not felt obliged to juice it up at every turn with violence. But Disney's cameramen have not altogether overlooked the beauty of nature. The camera seeks it out even in the hearts of the huge desert flowers, and dwells there, in the mild lusters and warm colors, through a long, slow passage. And yet the beauty is too often vitiated with cuteness. The mating rite of scorpions is set to the whinny of mountain music-a funny enough gag. but other gags, not so funny, reduce the picture sometimes to the level of recent Donald Duck cartoons. The music and the narration, as is usual in Disney's nature films, seem by contrast with the fine pictures even more corny than they are.

Vet, all in all. Producer Disney deserves credit for bringing the moviegoing millions back in this film, for a few minutes at a time, to a sense of intimate participation in the vast natural order of life.

The Joe Louis Story (Wolfer P. Chryster Jr.: United Artists) should take the public on points. The main point is that Coley Wallace is convincing as Joe Louis. A 25-year-old from Jacksonville, Wallace





JOHNNIE WALKER Blended Scotch Whisky

A Wonderland of New Plastic Toys .Coming for Christmas!





JUNIOR MISS SEWING KIT. Just Time mother's. Hand-operated machine that really sews. Molded of lustrous, sors, thread, cloth, patter



SPACE HELMET AND GOGGLES. Latest inter planetary design



toy of Lustrex plays mele



spare parts to change tires, fill radiator, gas tank and battery, change oil. Molded entirely of Monsanto's Lustrex styrene.

Monsanto

NG INDUSTRY ... WHICH SERVES MARKING

stands 6 ft. 2 in., tips about 200, looks a little like Joe, and (according to Eighth Avenue money) might even some day buckle on the belt the Bomber wore so long. Coley's record as a professional: 15 kayos in 20 fights.

The camera picks Joe up as a big, quiet kid in Detroit on his way to a violin lesson, and carries him through the easy



COLEY WALLACE
Most opponents wished they weren't.

buildup to the hard letdown in the twelfth round of the first Schmeling fight is used as the climax of Joe's career—as maybe it was. After that, the story peters out through Joe's money and marriage troubles until he lies flat on his back beneath Marciano's good right hand.

Best shots: the newsreel snippings of Joe's actual fights, in which he makes most of his opponents look as if they desperately wished they weren't.

Decomeron Nights (RKO Rodio) gives moviegoers a delicious beesing at the sensuous bud of the Italian Rensissance. Freely adapted from Bocacacio's lusty Decomeron by Scriptwriter George Oppenheimer, and filmed in Spain by an Angleo-American production team, the picture opens with a roll of drum as a mercenaries march in to sack a small Italian town. Bocacacio L'ouis Jourdan) is momentarily trapped by the soldiers while searching for his belowed Fametta (Joan Lorenton Lorenton) and the searching for his belowed Fametta (Joan Lorenton) and the searching for his belowed Fametta (Joan Lorenton) and the searching for his belowed Fametta (Joan Lorenton) and the searching for his belowed Fametta (Joan Lorenton) and the searching for his belowed Fametta (Joan Lorenton) and the searching for his belowed Fametta (Joan Lorenton) and the search of the searc

With the help of Binnie Barnes, a worldly countess who has also fled besieged Florence (in the *Decameron*, Florence is beset, not by an army, but by the plague), Jourdan reaches the isolated castle where Widow Fontaine and a bevy of susceptible



Johns-Manville Asbestor Movable Walls provide offices when and where you want them

You can rearrange existing offices or partition new space quickly and economically with Johns-Manville Asbestos Movable Walls.

These flush-type, asbestos panels have a clean, smooth surface that's hard to mar, easy to maintain... and extra strong to withstand shock and abuse. Also, they are light in weight, easy to install and relocate. The 'dry wall' method of erection assures little or no interruption to normal business routine.

Johns-Manville Movable Walls

may be used as ceiling-high or freestanding partitions. The complete wall, including doors, glazing and hardware, is installed nationally by J-M's own construction men under the supervision of trained J-M engineers—responsibility is undivided.

An estimate will convince you that the cost of J-M Movable Walls compares favorably with other types of wall construction. For details write Johns-Manville, Dept. TM, Box 60, New York 16, N.Y. In Canada, write 199 Bay Street, Toronto 1, Ontario.



VINCO helped take the "Guess" out of Involute Spline Manufacturing and gaging for INTERNATIONAL HARVESTER

Dear Mr. DeVos:

Since early 1950 you and other members of the Vinco Corporation have been working closely with representatives of our Company in solving the many complex problems involved in the design, manufacture, and inspection of involute splines. During that time you and your associates have been extremely helpful to us in taking the "guess" out of involute spline manufacturing and gaging.

Recause such conferences with you have been so productive, meetings of this kind are now a "sust" in our farm tractor manufacturing operations. Subsequent discussions have been most helpful in establishing designs and gages for our transmission shafts and gears.

We wish to take this opportunity to thank the Vinco Corporation for the fine cooperation it has extended to our Company. This is just another example of how companies such as International Harvester and its suppliers can, by working together, produce better products for a better America.

Sincerely.

Eric A. Wolfram

VINCO Can Do the Same for You

So if your next production program involves splines, call in a Vinco field engineer. He will save you both time and money

VINCO CORPORATION 9121 Schaefer Hwy., Detroit 28, Mich.



How Much of Your PROFIT Goes Out the "BACK DOOR?"

Unguarded exits tempt petty thieves, invite time clock chiselers and skip-outs. EXIT LOCK, the new legal lock for emergency exits, saves your profits in thou sands of ways. Shop-lifters, paid admission evaders, un reliable employees, are stopped by this mechanical watchman

only authorized persons open door with key. EXIT LOCK saves lives...you can legally lock fire exits, and in emergency. EXIT LOCK instantly opens, sounding alarm. Find out teday how EXIT LOCK

can guard your profits! EXIT LOCK, 11246 Peorla St., Sun Valley, Calif. Please send me free folder explaining EXIT LOCK system.

Firm	
Address	
City	State



Smart copy cats carry NCB TRAVELERS CHECKS -safe, spendable everywhere with nine lives to live

Experienced travelers carry National City Bank Travelers Checks, Other travelers follow their example. They all learn from experience that National City Bank Travelers Checks are safe and spendable for anything everywhere . . . Quickly refunded-if lost or stolen. Cost so little -75c per \$100. Buy them at your Bank.

The best thing you know wherever you go NATIONAL CITY BANK TRAVELERS CHECKS

Backed by The National City Bank of New York Member Federal Deposit Insurance Corporation



JOAN FONTAINE & LOUIS JOURDAN She told Boccaccio a story of her own.

young ladies are sitting out the war. To woo Joan, Jourdan tells a brace of stories (Paganino the Pirate and The Doctor's Daughter) that mock her strait-laced morality. She defends her austere position with a story of her own (Wager of Virtue). All the stories are played by the same cast; all are amusing, mildly racy, and acted with a tongue-in-cheek seriousness that adds up to a rib of Hollywood costume pictures. Joan Fontaine shows a surprisingly deft comic touch, while Louis Jourdan handles his dashing, romantic role with just the right element of buffoonery. The late Godfrey Tearle is convincing as Joan's pompous, penny-pinching husband, Director Hugo Fregonese (Apache Drums, My Six Convicts) seems perfectly at home with his 14th-century material and special honors go to Britain's Guy Green, director of photography: the alternately spare and lush beauty of his Technicolor interiors might well have delighted Lorenzo de' Medici.

CURRENT & CHOICE

The Little Fugitive. The camera follows seven-year-old Richie Andrusco on a wonderfully photogenic lam through Coney Island (TIME, Nov. 2). The Actress, Ruth Gordon's hit comedy

about stagestruck adolescence; with Spencer Tracy, Teresa Wright. Jean Simmons (TIME. Oct. 10).

The Captain's Paradise, Alec Guinness as a ferryboat captain who manages to have a wife (Celia Johnson and Yvonne de Carlo) in each port (TIME, Oct. 12). The Robe, The first CinemaScope film,

a colorful, breathtakingly big production based on Lloyd C. Douglas' 1942 best-seller; starring Richard Burton, Victor Mature and Jean Simmons (TIME, Sept.

Roman Holiday. Newcomer Audrey Hepburn goes on a hilarious tour of Rome with Gregory Peck and Eddie Albert (TIME, Sept. 7).
The Cruel Sea, One of the best of the

World War II films, based on Nicholas Monsarrat's bestseller (TIME, Aug. 24).



When your car starts <u>fast</u> in the dead of winter...

Eagle-Picher Lead Oxides help make the modern auto battery an efficient performer at any temperature.

The fact that sub-zero temperatures don't faze your car—that pressing down on the starter brings a reassuring roor instead of a disappointing "clack"—is largely the result of constant probing research in which Eagle-Picher plays an important role. Improved battery performance

through more efficient methods of utilizing these lead products is the continual objective.

America's leading makers of storage batteries depend on Eagle-Picher Lead Oxides for the proper performance of their products. Whether your business requires these same lead oxides—or one of the mony Eagle-Picher products listed below—Eagle-Picher will serve your company just as dependably. We'd be glad to talk it over.

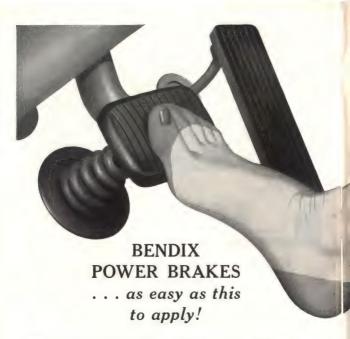


EAGLE-PICHER

Since 1843

The Eagle-Picher Company • General Offices: Cincinnati (1), Ohio

A good name on any product. Widely known as an important factor in the mining, smelling and processing of lead and sinc, Eggle-Picker provides many products for sesential uses in the point, glass, ceromic, chemical and strange battery industries; in the manufacture of outenetive and farm equipment and in many other fields: 18b Zine.* Lead and sinc pigments and oxides - Moleda and extruded utubber products - Diotemaceous earth products - Codmium - The rare metals: Gallium, Germanium Mineral weal bane and industrial initialistics - Allunium stem windows and screens.



When you buy your next new car, here is something you certainly should specify—Bendix* Low-Pedal Power Brakes—the salest, easiest, most-proved power brake in the world. Just as Bendix Power Steering makes parking and steering so much easier, Bendix Power Braking gives you quicker, surer stops with a fraction of normal effort. It's no longer necessary to lift your leg because the Low Pedal is at accelerator level for lastest possible application. Most of the 1954 cars offering Low-Pedal power brakes selected Bendix! More than 4,000,000 Bendix power

brakes have been built since 1939.

It is one of hundreds of products which Bendix has developed and manufactured for the automotive and aviation industries, yet Bendix must be classified also under a score or more of other type business categories. A glance at the partial list of divisions and products at the right will indicate the extent of our diversity.

The real importance of this diversity is that it probably can contribute to some phase of your operation. Our Engineering Staff of 6,000 works



with nearly every industrial field and branch of industrial science. A 25-division manufacturing organization, experienced in both large volume, low cost production and small quantity items of great complexity, is at your service today—perhaps with the answer to a chronic problem which you believed was exclusively yours.

FIND OUT HOW BENDIX CAN HELP YOUR BUSINESS

The complete story of Bendix is best told and illustrated in an interesting new digest called "Bendix and Your Business." You are almost certain to find in pages at least one idea of how Bendix can help improve some part of your own business. Please make requests for this 40-page booklet on your company letter-head to BENDIX AVIATION CORPORATION * FISHER BLDG., DETROIT 2, MICH.



PRINCIPAL DIVISIONS AND BASIC PRODUCTS

BENDIX PRODUCTS, SOUTH BEND, IND.
PRODUCES OF LOW-PEDAL POWER MAKES
automotive brakes, carburetors, power
steering, switches brakes, leading toes

steering; aviation brakes, landing gear, fuel metering. BENDIX RADIO, TOWSON, MD. radar; auto, railroad, mobile

redar; auto, railroad, mobile and aviation radio; television. ECLIPSE MACHINE, ELMIRA, N. Y. Strombergo carburetors, electric fuel pumps,

starter drives, coaster brakes.

MARSHALL-ECLIPSE, TROY, N. Y.
brake blocks, brake lining, synthetic resins.

brake blocks, brake lining, synthetic resins, ECLIPSE-PIONEER, TETERBORO, N. J. aviation instruments and accessories; foundry, BENDIX FRIEZ, TOWSON, MD.

weather instruments.

SCINTILLA-MAGNETO, SIDNEY, N. Y.

aviation ignition systems; industrial engine
magnetos; diesel luel injection;

magnetos; diesel tuel injection; electrical connectors. RED BANK, EATONTOWN, N. J. electronic tubes; dynamotors, inverters.

electronic tubes; dynamotors, inverters.

ZENITH® CARBURETOR, DETROIT, MICH.
automotive, marine and small
engine carburetors.

BENDIX-SKINNER, DETROIT, MICH.

PACIFIC, NORTH HOLLYWOOD, CALIF. telemetering equipment; hydraulic and electric actuators; depth recorders; boat steerers. CINCINNATI, CINCINNATI, OHIO automatic viscosity redulators.

nuclear products.

BENDIX COMPUTER, HAWTHORNE, CALIF.
digital computers.

BENDIX-ECLIPSE OF CANADA, LTD.
Windsor, Ont.
BENDIX INTERNATIONAL

New York City



BOOKS

Up from Poverty

EXCEPT THE LORD (276 pp.)-Joyce Cary-Harper (\$3.50).

One test of a good fictional character is whether be leads a double life in 1) the writer's imagination, 2) the reader's memory. Joyce Cary, who has created some of the most memorable characters in 20th century fiction, has frequently passed this test with lovable scamps, e.g., Gulley Jimson (The Horse's Mouth), Sara Monday (Herself Surprised). Chester Nimmo, who made his debut in Cary's last novel, Prisoner of Grace (TIME, Oct. 20, 1952), is no



NOVELIST CARY A haunted father.

scamp but a fireballing politico who marries into money, gets elected to Parliament, enters the Cabinet and finally becomes Lord Nimmo, without ever losing his missionary zeal or his sense of political destiny. Except the Lord, which takes Chester Nimmo back in point of time to his mid-Victorian boyhood and young manhood, asks, retrospectively, one central question: What made Nimmo run?

The Nimmos are a farm family, bitterly poor and sternly religious. They are also a game clan. Knocked down in one round of human experience, they are eagerly up at the bell for another. Most of the time in Except the Lord, young Chester is busy picking himself up off the floor.

He is floored by the poverty that haunts his father with the workhouse, wrecks his mother's and sister's health and prematurely kills both, and sweeps the Nimmos into humiliating dependence on neighbors. He is floored by his preacher-father's Puritan code and his mathematical proofs

"Except the Lord build the house, they labor in vain that build it." (Psalms 127: 1.)

of the imminent second coming of Christ. He is floored by his elder sister's erratic half-fond, half-bullying rule over him when their mother dies.

By the maxims of contemporary popular psychology, this kind of childhood should lay a maze of neuroses for little Chester, and keep him confused, embittered and forever shying at life's challenges. That it fills him instead with great expectations and the drive to make them come true is a sign of the soundness and not the weakness of Author Cary's insight.

Chester catches sight of his destiny in adolescent flashes of intuition. Standing in a tent show before a penny-dreadful melodrama, he feels the actor's hypnotic hold on the crowd, senses that his words too may one day sway and spellbind. Standing, on another day, atop a rain-drenched knoll with his Adventist father and nine of the faithful awaiting the second coming of Christ, he feels his faith oozing away, He turns to the prophets of social revolution, soaks up the teachings of Proudhon, Marx and Bakunin, and becomes a labor organizer. But a violent and bitter strike convinces him that his new gods are false. At novel's end. Chester Nimmo, over 21, is clean of illusions, and ready for whatever further adventures life and Author Cary have in store for him. That there will be more seems likely, for Chester Nimmo has captured the next best thing to Joyce Cary's comic genius, his endless curiosity,

The Perdition of Marius

THE CLOSED HARBOR (315 pp.)-James

If critics' raves paid their way in royalties, a 52-year-old Irishman named James Hanley might well be one of the richest authors alive. When his novel. The Closed Harbor, appeared in Britain last year Fellow Novelist Henry Green said of Hanley: "He is far and away the best writer of the sea and of seafaring men since Conrad, and indeed in my opinion is much superior to him." Said the Times Literary Supplement: "[One of his] greatest achievements-and of their kind there are none superior." This is a fair sample of what the critics have been saying about Novelist Hanley for two decades. The Closed Harbor goes far in explaining why he wins book reviewers more readily than book buyers.

Its story is as simple and deadly as the flight of a poisoned arrow. Its hero is Marius, a French sea captain who has lost his master's ticket for running a merchant ship into a known minefield during World War II, and whom rumor accuses of some greater, vaguer crime. By day he haunts the shipping offices of Marseille in his greasy old captain's uniform, cringing and wheedling for another command. By night he gets roaring drunk and tries to check his conscience and his failure at the local brothel.

Betweentimes he must face two other judges: a mother as implacable as Madame Defarge who exchanges not a word with him, feeling that his comedown has smirched his father's name (a World War I naval hero), and a sister whose eves still sting with grief at the death of her only son on Marius' lost ship. How strong the case against Marius really is becomes clear when, in a drunk and fitful sleep, he blurts out that he murdered his nephew for siding with the first mate just before his ship went to the bottom.

By this time. Marius' own end is in sight. His mind cracks. In the novel's closing scenes, grim as any in recent fiction. Marius babbles like a seagoing Lear ("Clear away aft . . . let go for'ard") and mistakes his mother for his favorite brothel companion. Unmoved. smugly vengeful, she gloats: "God has drawn



NOVELIST HANLEY A gloating mother. down the blind. That is only just . . . He

is overthrown and that is just,' By keeping the emotional wringer pressed morbidly tight. Novelist Hanley sometimes squeezes life as well as mercy out of his story. Powerful though it is. The Closed Harbor never quite proves its intended point, that the perdition of

Marius is the condition of man. Attaché's Report

RUSSIAN ASSIGNMENT [568 pp.]-Leslie C. Stevens-Atlantic-Little, Brown (\$5.75).

In a bar on Pushkin Square. Rear Admiral Leslie C. Stevens, U.S. naval attaché in Moscow, sat over a mug of strong, sweet Russian beer. Before very long he was joined by "a little black-browed man with no collar and a very dirty shirt," His companion turned out to be a typesetter on Pravda, who, after assuring himself that Stevens was not an MVD agent, whispered: "Don't worry about propaganda against your country. We Russians do not believe it. Whenever you read such





No other dictating machine ever built offers you all these advantages!

- Functionally designed for dictation.
 Exclusive Dictabelt record. Un-
- matched clarity and easy use.

 3. "See where you are" visibility.
- "See where you are" visibility.
 Automatic voice pilot.
- 5. "Natural dictation" Master-Mike-
- start-stop, automatic playback.

 6. Two-speaker playback.
- 7. New positive correction system.
- New one-hand, one-motion controls.
 Automatic built-in features keep you
- dictating smoothly.

 10. Magnesium-built, A.C. or A.C./D.C.
- Magnesium-built, A.C. or A.C./D.C for practical portability.

DICTAPHONE

makers of the TIME-MASTER the f1 dictating machine

CLIP THE COUPON NOW! -

A personal message to every busy man who wants to get the best out of himself

If communication has no part in your job, you don't need any dictating machine.

BUT if it's vital for you to get across the very best that's in your mind, nothing can help you quite so much as the new Dictaphone TIME-MASTER '5.5"

This latest, lightest, finest model of the revolutionary TIME-MASTER is a superb piece of office equipment. But far more important, the "5" actually helps you to think better, communicate better, get more done.

You can double your capacity for handling routine with the TIME-MASTER. And that's just the beginning of your partnership.

Perhaps more than you realize, men are measured by what they communicate. Success depends on effective communication. Your success. Try the FIME.



	DICTAPHONE CORPORATIO 420 Lexington Ave., N. Y. 17	
	I would like: My free copy of descriptive f A TIME-MASTER demonstration	older, "Success." with no obligation.
Na	Name	
Co	Company	

WHAT IS YOUR "WHISKEY I.Q."

J. P. Van Winkle

Stitzel-Weller Distillery Louisville, Kentucky Established 1849



You can shoot par without knowing how a golf ball is made, or enjoy a good cigar with not a glimmer of how tobacco is cured.

But when it comes to whiskey I find most men welcome the taste of facts along with their bourbon. Yet somehow, no product of such wide use is burdened with more myth or misinformation

Wherever the talk turns to whiskey I listen to a passel of such misstatements as these:

"Bottled-in-bond guarantees quality." It doesn't.

"Neutral grain spirits differ from straight alcohol." They don't.

"Whiskey ages only in the summer." Wrong again.

"Sour Mash Bourbon tastes Sour." Not by a jugful!

"Barrels are rocked to hasten aging," They aren't,

"The older the age the better the whiskey." Not necessarily.

"Whiskey comes red from the still." None I ever saw. It's crystal clear.

"The char in the barrel colors the whiskey." Guess again. It's the caramel layer in the stave behind the char.

"Bottled by means Distilled by." Most unlikely unless the label says so,

"Distilling is an exact science." No, it's an art. Today's finest whiskies are still made by the old-fashioned rule-of-thumb of the master distiller,

For more than three generations our small family distillery has specialized in the production and perfection of one old-fashioned sour mash bourbon. You know it as OLD FITZ-GERALD, 100 Proof Kentucky Straight Bourbon, Bottled in Bond, Nary a drop is ever made, mellowed or bottled except by us and by us alone,

We invite you to join the inner circle of business hosts who honor us with their custom, and experience both pleasure and pride in sharing OLD FITZGERALD, in moderation, with associates and friends,

things, it is a sure sign the Russian people . . . think otherwise

This was only one of the dozens of times that Admiral Stevens, who spent two years (1947-49) in the Moscow embassy, found people in Russia friendly, kind and well-disposed toward the U.S. Stevens tells about his experiences in Russian Assignment, one of the most interesting and readable reports to come out of the vast and dark land of the Soviets in a long time. Stevens had a great advantage over most other visitors: fluent command of the Russian language and a comprehensive familiarity with Russian literature, history and the arts. But the admiral's book is as good as it is for larger reasons: he is a man of sensitivity, and he writes with an easygoing lack of



ADMIRAL STEVENS Over strong beer, a friendly whisper. literary pretension that makes his words

ring with honesty

Black Pobedos, Stevens traveled about Russia as much as Soviet restrictions would allow: from Leningrad on the Finnish Gulf to Tiflis in the Caucasus and Novosibirsk in central Siberia, Everywhere he found warmth and hospitality. In Tiflis, he and his wife asked directions of a Russian woman. An MVD officer came up and said: "It's forbidden to talk with a foreigner." The woman turned on the try to tell me what to do!" She then offered to show the Stevenses the way,

invited them to visit her home. But if ordinary people were friendly and kind, the government and its representatives were as consistently chilly and hostile. Wherever he went, Stevens was followed, either blatantly by blue-capped MVD men in small, black Pobeda automobiles or by the ubiquitous competent, peaches-and-cream young lady from Intourist," the official Soviet travel agency. Writes Stevens: "I don't know why it is so annoying to be followed like



ur invitation





LONDON PARIS

Suite 1315, 50 Rockefeller Plaza New York 20, New York, U.S.A LONDON 7 Eccleston Street, SW1 Cables: Quickmilez, London 38 Avenue de Friedland, Paris Be. that, but it is. There is a sort of depression that settles over one,"

Over and over again Stevens had to warn Russians that friendship with an American would land them in trouble. On an excursion boat near Leningrad, he met a scholarly looking old man who turned out to be "a real friend, gentle and courtly, interesting and interested." As usual, Stevens had to, break off the friendship to protect his Russian friends.

Light after Darkness. Stevens' low point in Russia came not from anything that happened to him personally there, but from reading a book. George Orwell's Nineteen Eighty-Forn: "One should read that terrible book in Soviet Russia to experience its full impact, for its seems to be the Russia of today, lacking only the technical gadgets and a few refinements which

time can bring.

Stevens fished and hunted in the country near Moscow, drank gallons of vodka with casual acquaintances in bars, restaurants and railway compartments, observed the healthy good looks of Russian women. admired the drama at the Moscow Art Theater and the ballet at the Bolshoi, gave freely to beggars, noted the remnants of deep religious faith. In the end, he came to the conclusion that the Russians are a good, warmhearted, admirable people who "deserve much better than they receive." When he left, realizing his chances were slight of ever seeing Russia again, "a sort of sadness and depression . . settled over me. Yet I know that, as surely as light follows darkness, the problems created in a decent people by the forced maintenance of power will somehow in the end destroy that power."

Skeleton of Sin

THE MASK OF INNOCENCE (206 pp.)— François Mauriac—Farrar, Straus & Young (\$3).

François Mauríac's specialty consists in creating a handful of morally diseased characters and dragging them through a couple of hundred pages recking of sin and sensuality. The French, including of sin and sensuality and the french consistency of the management of the company of the couple of t

Gabriel Gradère has corrupted young girls, lived with a prostitute on her earnings. ran a ring of brothels with her. Infaficked in cocaine and blackmail, and is now. at co. being blackmailed in turn by the prositive Aline. After a childhood friend has given birth to his son, he marries her for her money though they abhor each other. When she dies, he sugmeders the forume also no however, and Gradère tries to salvage it from the predatory granp of Symphorien Debats, the asthmatic husband of Gradère's wife's cousin. A business marriage is a raringed

DISTICEN

Lead for the Childridge Mark and everage

Leadings fluid Jesuite fine Distinge

files of more than \$5000 quality limits





for making better prints now, or years from now

Few draftsmen who have used AGEPROOF VELLUM have ever used anything else again for important tracings. For AGEPROOF VELLUM combines the best in drawing surfaces with the best in reproduction qualities.

Plasticized through and through, AGE-PROOF contains no ail or wax to bleed or turn rancid; cannot become yellow or brittle, or lose transparency with age. Tracings on AGEPROOF are as clear in your files years from now as loday, and will make strong prints then as readily as now.

And you can repeatedly erase on AGE-PROOF VELLUM without troublesome ghosts occurring in prints, and redraw without feathered lines if you are using ink. Because AGEPROOFs plastic transparentizing agent permeates every fibre.

AGEPROOF VELLUM won't tear easily and resists day-ofter-day rough handling. And AGEPROOF's surface has a special tooth that permits drawing with hard pencils, thus banishing soft-pencil smudging, messiness in the files, and fuzziness in printing.

Yes, ACEPAOOF VELUM is a brilliant ochievement by modern chemistry, and of-less you new opportunities for new efficiency and new economy. Furnished in three different hicknesses, in either frost-white or with on eye-easing blue finit, in rolls or cut sheet-printed, if you'd like—to meet every drofting need. Why don't you write for free somalies?

EUGENE DIETZGEN CO.

Chicago * New York * San Francisco * New Orleans Los Angeles * Pittsburgh * Washington * Philadelphia * Milwaukee * Dealers in All Principal Cities

Make this test

pen and ACEPROOF with pen and pencil, then erase and redraw—compare. Now make prints of your test drawing—again compare. Write on your company letterhead for fire samples.







 High speed Kleinschmidt Teleprinters transmit messages anywhere... to a branch office or to a floor above. See how this new concept in communications can benefit your company. See how Kleinschmidt can speed your service, cut your cost.

KLEINSCHMIDT

PRINTED

COMMUNICATIONS

SYSTEMS

Sender and receiver have printed originals
 Intra-plant or inter-plant functions
 High speed operation;
 100 words a minute
 Flexible . . . because you

own the system



Kleinschmidt produces page printers, reperforators and switching systems. Illustrated Model 120 Reperforator

KLEINSCHMIDT, INC.

KLEINSCHMIDT, IN Deerfield, Illinois

Send your new 24-page brochure, "Communications For Commerce And Industry."

Company	
Address	
City	_State
120	

between Gradere's brutish son and Symphorien's crafty daughter, but after title to the property passes to Symphorien, his daughter refuses the match.

It is at this point that the frustrated Gradere, living with the others in a dismal, rain-swept chiteau in southwestern France, adds murder to his long catalogue of sins. As the rain pours down, he intercepts the blackmailing Aline, now plotting with Symphorien to drive him from the chiteau, and "without haste or passion, [performs] that act of squeezing her threat of which he had so often deasuned."

One man believes that Gradère is not yet loot: the local priest to whom he confesses his sins. "No human being is dammed," the priest says. "You must realize the astonishing nature of that grace whose beneficiary you are." At the end, sick of a mortal illness, "the murdeer lay . . with a smile of heavenly peace upon his lips," and said, "I am dying in peace . . in a peace beyond imagning,"

Novelist Mauriac has done poor service to his thesis, and little to illuminate Christian doctrine, by trying to impose; it with a mechanically applied formula. His 202-page demonstration of Gradder's in-remediable villarity is not easily erased by a few phrases on the last three pages. As a mitted his own sin, he has failed to bring the flesh of dramatic substance to the skeleton of an idea.

Peak of Glory

BALSOA OF DARIEN (431 pp.)—Kathleen Romoli—Doubleday (\$5).

On a September day in 1,510, two ships put out into the Caribbean from Santo Domingo (now Ciudad Trujillo), capital of the Spanish empire in the New World. They were leaded for Urabá, on the South American mainland, with 150 set-tlers eager for land and gold. On one ship was a stowaway: Vasco Nûñe de Balhoa, an adventurer who came aboard in a provisions barrel to escape his creditors.

When the ships were a few hours at sea. Balbao emerged from his barrel and presented himself to the commander of the expedition. How he rose from his cramped beginnings to the glory of a peak in Darie, where he discovered and claimed for God and Castile the Pacific Ocean and all the commander of the commander o

Worthwhile Friends. Balboa, who knew the mainland from an earlier expedition, persuaded his new commander that a better site than Urabá for a settlement would be Darién, Just across the gulf in what is now Colombia. There the expeditionaries founded a town. Santa Maria del Antigua, and set up the first European colony on the American mainland.

e American mainland. In a little more than a year, Balboa, a

Where, in a famed sonnet and famed historical boner, Poet John Keats got him confused with the conqueror of Mexico, and gave "stout Cortes" the credit for discovering the Pacific





FAILURE IS FATAL

CONTROL!

ENGINEERS LICK CRITICAL PROBLEM FACING JET PILOTS.

Pressure on the controls is so great when a modern jet is flying at top speed that the pilot would have to exert a five ton pull to maneuver. Since this is far beyond man's strength, engineers drain power from the jet engine itself to enable him to handle his airplane.

But if this source fails - in combat, engines are vulnerable - there is no spinning, out-of-control crash. For a ram air turbine developed by AiResearch quickly goes into action. It powers the automatic muscles the pilot needs to bring his airplane safely to earth.

And this remarkable substitute for jet power weighs less than 20 pounds!

This is another example of the small but potent units developed by AiResearch to further the art of aviation. As always, when new sky frontiers are crossed, you find efficient AiResearch products doing a big job as part of the team!

WOULD YOU LIKE TO WORK WITH US? Qualified engineers, scientists and craftsmen are needed now at AiResearch Manufacturing Company, Los Angeles 45, California, and Phoenix, Arizona.



A world leader in the design and manufacture of aircraft equipment in these major categories: AIR TURBINE REFRIGERATION ... GAS TURBINES .. HEAT TRANSFER EQUIPMENT ... ELECTRIC ACTUATORS ... CABIN SUPERCHARGERS ... PNEUMATIC POWER UNITS ... ELECTRONIC CONTROLS ... CABIN PRESSURE CONTROLS ... TEMPERATURE CONTROLS



in long-distance moving!



(packing and storage, too!)



Safe, convenient storage in modern warehouse facilities are offered by all Allied Agents throughout the U.S.A. and Canada. This assures full protection for your valued possessions until you need them.



race Bookies to help you plan your next move. Get your copy of "Before You Move" from your local Allied Agent. See classified telephone directory. Or write Allied Van Lines, Inc., Broadview, Ill.

wise, courageous and likable conquistador in Mrs. Romoli's version of history, had been confirmed as governor of the colony. He set out to explore, and to make friends with the Cueva Indians. That the Cuevans may have been worth making friends with is suggested in contemporary descriptions of them. An affable, cigar-smoking race. the Cuevans were also uncommonly handsome, and their women "displayed unexpected aspects of sophistication, Smallish, large-eyed with thick and often wavy hair, they had beautiful narrow bodies of which they were inordinately proud . . They took extraordinary care of their admirable breasts.

Balboa's approach to the Indians was based much more on kindness than that of some of his compatriots, whose favorite sport was throwing native chieftains to fierce dogs. Balboa, by wining and dining the native rulers (and taking their sisters and daughters as concubines), won over every chieftain within range

The settlement in Darien prospered, but by 1512 intriguers at home were threatening to have the governor recalled. Balboa decided to stake everything on one magnificent gamble: he would cross the mountains and find the "other sea" of which his Indian friends spoke. Taking 190 picked companieros, he set out on Sept. 1, 1513 "for the Pacific and immortality."

Austral Seas. Three weeks later, the expedition reached the Pacific. Chronicler Andrés de Valdarrábanos tells what happened: "Captain [Balboa], going ahead of all those he was conducting up a bare high hill, saw from its summit the South Sea

... And immediately he turned toward the troops, very happy, illing eyes and hands to Hawen, praising Jesus Christ and Hig glorious Mother." Balbox lander. Balbox lander, mandling his men to do likewise. "and gave thanks to God for the grace He had shown him in allowing him to discover that seal. Later. Balbox and his men scrambled down to the sea's edge, stood hereedeeping to the seal was a seal of the property of the seal of the sea

With all his command of water and of words. Balboa was not able to stave off a rival conquistador named Pedro Arias Dávila. Pedrarias, as he was better known, displaced him as governor of Darien, and despite all Balboa's diplomacy (including marriage with Pedrarias' daughter), had his predecessor's head chopped off and stuck on a pole in the village square.

When Pedrarias killed Balboa, he also domed Darién. Pedrarias was not natious to have the settlement endure as a monument to his predecessor, and the Indians, provoked to enmity by the new regime's cruelty, made life difficult for the Spaniards. In 1524, Sants Maria del Antigua was abandoned, and today the jungle covera Darien much as it did four and a half control of the property of the propert

Commuter trains are crowding up. Suburbia is growing.

If you make or market consumer products—and intend still to be in business by 1960—your best profit insurance for the future is a thorough understanding of the suburban market now.

STANDING ROOM ON THE 5:15



For the nation's 30 million suburbanites now represent the <u>cream</u> of the U.S. market.

They have 29% of the nation's disposable income. But their influence on the consumer market goes for beyond this superior purchasing power. Styles are set in the suburbs which color the buying habits of the whole nation.

By 1960, there should be 38 million suburbanites.
Then Suburbia will become the market for consumer goods.

To set you thinking and set you right about this allimportant marketing problem, the November issue of FORTUNE presents a pioneering research effort, "The Lush Suburban Market"—what it is, where it is heading and why it is different from any market you have ever sold before.

This is the fourth instellment in FORTUNE's continuing series on the Changing American Market. It represents six months of FORTUNE staff work. A few moments reading may spare you or your associates at least that much effort.

Also in the November FORTUNE:

The Great Livonia Fire: The destruction by fire of the General Motors plant at Uvonia was both a shock and spur to all industry. Here was the most modern of plants, fully protected—a plant which "couldn's burn," but did. Our of the rubble of Livonia, industrialists and underwriters may discover fire prevention lessons that can be applied immediately. And from this uniquely detailed FORTUNE report of the havor, you may too.

The U.S. As a Bombing Targett Here, for the first time, is a comprehensive report of the new economical nate techniques of defending the U.S. against air antock. Interest to you as a businessmen, this article is also of prime importance to you as a citizen. How much risk are you willing to toke with our defenses? How much have orar you willing to pay for them? What are our prospects of protection? Destruction? Retallations? FORTUNE'S Charles J. V. Murphy reports the thinking of men who should know the onsvers.

As Allis-Chalmers Goes...?: This big company is a unique sort of barometer for all business — because it manufactures both farm equipment and capital goods.

Fortune

\$1.25 a copy at better newsstands • \$10.00 a year FORTUNE Subscription Service, Denver 2, Colorado.

Wait till you see how bright and clean every copy looks when you use...



HAMMERMILL'S

NEW BLUE-WHITE DUPLICATING PAPERS

for mimeographing and spirit duplicating

Nothing looks whiter to the eye than blue-white. That's why these may improved papers from Hammermill are just about the brightest duplicating papers you've ever seen! They'll give you sharper, more arresting reproduction jobs every time. And their many other outstanding qualities assure better performance over all your office better performance over all your office. duplicating machines, copy after copy. Your printer can demonstrate how colorful printed headings stand out on these new papers. And he'll help you choose the right Hammermill duplicating paper for your specific needs. See him when it's time to restock. For samples, write to Hammermill Paper Company, 1453 Eart Lake Road. Erie 6. Pa.



HAMMERMILL MIMEO-BOND AND HAMMERMILL DUPLICATOR

With in ewe blue-white book, famous Hamarianii, Minico noon produces truly outstanding reproduction jobs. Its exclusive sire cashion surface canbles it to absorb mimeograph inks more rapidly, without smudgy set-off-to produce 5,000 or more clean, teglish copier from a single tented. New blue-burner of the set of the s



WHIPPET MIMEOGRAPH AND WHIPPET DUPLICATOR

ASK YOUR PRINTER TO SHOW YOU HOW PRINTED HEADINGS FURTHER IMPROVE DUPLICATING PAPER'S APPEARANCE AND UTILITY.

No matter what type of material you reproduce on your machines, it can be more effective with printed headings. Ask your printer to show



WHIPPET MIMEOGRAPH has now been given a sparkling new blue-white look. WHIPPET DUPLICATOR is a brand-new Hammermill paper—also made in a blue-white that commands attention. Both are an excellent value where looks of a job must be kept up and paper costs kept down. And both have uniform quality that is unusual at such low cost.

HAMMERMILL Duplicating Papers

MISCELLANY

Space Patrol. In Detroit, suing for divorce, Mrs. Sylvia Skolski charged that her husband Thomas had become "obsessed with the idea that space ships will land on earth. He reads pulp magazines' and comic books for hours, excluding me from his company . . "

The Test. In Baton Rouge, asked why he had rowed some 2,000 miles down the Mississippi from Minnesota in an open skiff, Jeweler Matthew M. Bakula, 72, told reporters: "I wanted to show my family I was no sissy."

Deadly Weapon. In Johannesburg, South Africa, police hunted the four men who took \$26 from a gas station cash register while holding the attendant at bay with a live lobster.

Expert Witness. In Los Angeles, when a holdup man handcuffed Tailor Manuel Hassel and walked off with three pairs of trousers, three pairs of socks and \$60 in cash. Hassel refused to panic, later supplied police with the bandit's weight, coat size, waist measurement, shoe and sock sizes.

Below Per. In Yakima, Wash, Mrs. Ivon Cooper, 32, showed up at the local hospital, said she "hadn't been feeling well" since she fell off her roof three days before, was put to bed when doctors found she had a fractured skull, a broken ankle, two broken fingers.

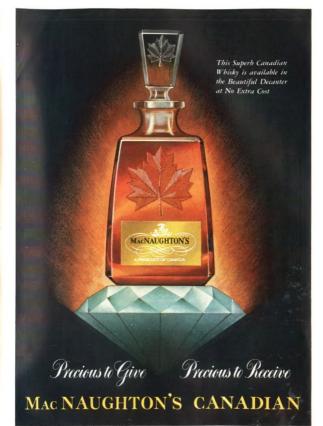
On-the-Job Training. In Flint, Mich., arrested for forging \$558 worth of checks, John A. McLeod, 25, tried to convince police that he was a college student majoring in criminal psychology who wanted "to get the feeling" of a criminal at work.

The Blow. In Saint-Nazaire, France, Madeleine Parageaud got word that she had inherited £33,700 (\$91,500) from her aunt in Australia, refused to celebrate, said gloomily: "You can't have [both] money and peace. This is really bad luck."

Reduced Chorge. In Los Angeles, jailed on suspicion of auto theft, ex-Convict Henry Segura swiped Cellmate Manuel Salazar's clothes and identification cards, paid Salazar's \$25 fine for drunkenness and calmly walked out the front door.

Foreign Influence. In London, Seaman Alexander Miller was convicted of drunkenness and fined 5 shillings, despite his contention: "I [was] suffering from a strange Chinese disease."

Time to Retire. In Madison, Wis., Leonard Green, 50, won a divorce after testifying that his wife Bertean had naged him incessantly, made him decide to leave home when he found her in the kitchen sprinkling ground glass on hamburgers "to feed some animals around here."





















These smokers qave CAMELS 30-YEAR

Mildness Tests









The more people test Camels, the more people choose Camels-for good!

Once a Camel smoker, always a Camel smoker! Think of the continuous testing these veteran smokers have given Camels - for genuine mildness and taste-pleasing flavor! You can count on Camels' costly tobaccos for more pleasure . . . pack after pack, year after year! More smokers - of all ages, women as well as men-get more enjoyment from Camels than any other brand. This is what Camels offer you, too!















H. F. DURKER

For Mildness ... for Flavor

Camels agree with more people than any other cigarette!

LOOK AT THE FACTS! LATEST PUBLISHED FIGURES* SHOW CAMELS FAR AHEAD OF EVERY OTHER BRANDI

CAMEL 2nd PLACE 3rd PLACE 4th PLACE